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The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, December 15, 1922

"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Queen Anne

"Nothing but the best quality will do"

The old slogan is again heard in the land. Instead of unreasonable extravagance on the one hand, and niggardly price-buying on the other, a sensible desire for high-class, lasting merchandise at a fair price is being felt everywhere.

Sonora has always given the public and trade a square deal. The highest quality of material and workmanship, the most advanced improvements possible at the time—*full value*—and rebates to the trade when prices were lowered—these have won to Sonora a vast following.

Every phonograph dealer will feel the Sonora demand next year. Many of those who could not get Sonoras during the rush season are *waiting to get them* later. Get your share of these sales. Write us for information.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

"The Highest Class Talking Machine in the World."

The Talking Machine World

Vol. 18. No. 12 New York, December 15, 1922 Price Twenty-five Cents

NOVELIST RECOMMENDS "TALKER"

Pays Tribute to Perfection of Recording and Stresses Educational and Entertainment Possibilities of Talking Machines in Homes

Mrs. Gene Stratton-Porter, famous American novelist, in an interesting article in McCall's Magazine, pays tribute to the perfection of talking machine recordings, pointing out that often the record is superior to the artists' actual performance in concert work. The following is an extract from the article:

"To your library add music—violin, piano and harp, played by hand if it is a possible thing. If it is not possible then, even before the automobile, purchase the very highest-grade talking machine you can encompass with your means, and records selected quite as carefully as you select books. If you go less beautifully clothed, less deliciously fed, make a generous selection from the great composers of the world—oratorios, symphonies, sonatas and serenades. Then add a carefully chosen list from the folk lore of the nations of the world.

"I have met a few people who have professed to dislike a talking machine and pronounce it an instrument of 'canned music.' The fact is the average record gives one a better reproduction of the art of the great masters of the world than they themselves give in nine instances out of ten when making public appearances.

"Schumann-Heink once said to a friend of mine that if he wanted to hear her at her best he should buy her records, and the explanation she gave was sane and sensible as morning light. She said that when she was booked for a concert performance, when the day and hour arrived, she must sing perforce. It might be gloomy weather, she might be physically out of condition, she might be depressed mentally—in any event it took several numbers to limber up her voice until it reached its best. When she sang to have her voice recorded she waited until she was physically fit, until her mind was free from care and was fixed tenaciously upon what she was doing. She sang several numbers to exercise her voice before she stepped before the recording instrument. Sometimes she sang a number over, listening to each record of it, to the extent of from ten to twenty-five or thirty times before she got it so that there was not one note upon which she could improve. The record as given to the public was as perfect as it was in her power to make it. She said that the same thing held true of every record that was made for public usage. So do not feel that you are denying your children anything when they cannot go to the concerts, but must listen to the music of the records you buy."

TO IMPROVE SOUND REPRODUCTION

Interference Tube for Talking Machines and Telephones Eliminates Disagreeable Noise

An invention designed to eliminate undesirable sounds in the operation of talking machines has been patented by Mari Elize Wolvekamp, of Oakland, Cal. The invention, which is known as an "Interference Tube for Phonographs and Telephones," is in reality a small tube to be fitted between the tone arm and the reproducer of a talking machine for the purpose of intercepting or interfering with certain high tones which ordinarily make their presence known by a whistling sound. It is said that the use of these interference tubes "makes the voice shorter, clearer and more distinct and very often more agreeable to hear." The same idea can be applied to the telephone by attaching the tube to the receiver.

GEN. HARBORD NEW R. C. A. PRESIDENT

Fighting General of U. S. Marines Elected President of Radio Corp. of America—Edward J. Nally Elected Managing Director of International Relations With Offices in Paris—Changes Go Into Effect January 1

The Radio Corp. of America, New York, N. Y., announced recently that James G. Harbord, the fighting general of the Marines at Chateau Thierry, had been elected president of the company. Retiring from the United States Army, in which he ranked next to General John J. Pershing, he succeeds Edward J. Nally, who has resigned as president of the corporation to become that company's managing director of international relations, with headquarters in Paris.

The creation of this office of managing director of international relations for the Radio

General James G. Harbord

Corp. and the election of General Harbord as the new president took place at the regular meeting of the directors of the corporation held in New York a few weeks ago. General Harbord takes over his new duties on January 1 and the post to which he has been elected is regarded as of vital importance to the Government as well as to the public. General Harbord becomes head of a company whose activities include international wireless, the setting up, maintenance and operation of radio sets and apparatus on ships at sea and the development and sale of broadcast receiving sets for the home.

Mr. Nally has just returned from Europe, after several months' visit there, during which he concluded arrangements with the great wireless concerns of England, France and Germany by which the radio interests of the four great nations will act together in creating and operating international wireless communications with all parts of the world, especially with South America.

BALDWIN MUSIC SHOPPE OPENS

Okmulgee, Okla., December 4.—The Baldwin Music Shoppe, an exclusive Brunswick dealer here, held its formal opening recently. Carnations and coin purse souvenirs were given away. A local orchestra furnished music for the occasion. E. Stern and C. B. Howell, proprietors, believe that they will enjoy a nice holiday business as a result of starting off right.

Don't think! Know! In other words, make a study of your business and know its ramifications.

NEW FIELD FOR "TALKER" STORES

The United Projector & Film Corp. Planning Campaign to Interest Talking Machine Dealers in Safety Moving Picture Machine for Use in Homes, Schools, Churches, Etc.

Buffalo, N. Y., December 8.—The United Projector & Film Corp., manufacturer and distributor of a safety moving picture machine designed for use in homes, public schools, churches, etc., reports that talking machine dealers are showing considerable interest in the sales possibilities of this moving picture machine and its library of films. The company is now busy preparing a campaign designed to introduce this machine into every section of the country, a feature of which will be the appointment of several more distributors in order to give dealers better service.

Among the new jobbers recently appointed by the company is the Prince-Walters Co., of Lowell, Mass., which will act as distributor for the New England territory. This concern is a progressive talking machine establishment and is well known throughout New England, and these machines will undoubtedly be introduced to talking machine dealers in this territory in a manner that will make it a permanent addition to dealers' stocks of machines and records.

In discussing the possibilities of this home moving picture machine, officials of the company were enthusiastic over the new field of sales which it offers the talking machine dealer. This article closely parallels the talking machine in its use and not only is it an aid to public schools, community centers, etc., for its educational value, but it also offers a wide and varied field of entertainment. They stated that the talking machine dealer can carry this high-class article at a small expense, the initial cost of stock being a very small one as only a few machines need be carried and at the most a stock of six machines would cover every requirement. A film service offering a large variety of subjects is available and can be procured on a rental basis at short notice. For the convenience of machine owners the company has established distribution centers in Albany, N. Y.; Toledo, O.; Harrisburg, Pa., and Pittsburgh, Pa., and in addition several more are to be appointed and will be announced shortly to the trade. These centers are for the purpose of exchanging films and will carry complete libraries which consist, at the present time, of over 1,200 subjects. This list is being added to each month and includes reproductions by some of the leading artists in the moving picture field. Several new films are in the process of making at the present time, among which is a new educational and entertaining film by Charles Ray, popular moving picture star, who has already made one or two films for the company.

BROADCASTS COLUMBIA RECORDS

Des Moines, Ia., December 6.—The Des Moines Register and Tribune of this city announces in each edition the fact that it will broadcast the current month's Columbia records at the Tribune radio station, WGF, and then lists the records. Before broadcasting begins the list of records to be broadcasted is announced, followed up by the records themselves. Not only has this idea proved an excellent advertising feature for the Register and Tribune, but it has resulted in many responses from radio fans throughout the State of Iowa for encore performances. One day's program resulted in 400 responses of this character from the city of Des Moines, besides several hundred others from the State of Iowa.

See second last page for Index of Articles of Interest in this issue of The World

"Health and Gymnasium Week" Will Help Sell Health-Giving Records :: :: By Frank H. Williams

The popularity of the various sets of records, to the music of which exercises may be taken, has manifested a steady growth, but as yet the surface has barely been scratched and talking machine dealers cannot afford to overlook any means of bringing the merits of these very unique combinations of music and exercise to the attention of an enlarged clientele throughout the country.

Sales of these record sets could be effectively stimulated if dealers in their localities would inaugurate a Health and Gymnasium Week. During this period the stores should feature all the records procurable which are designed to help people in taking health-giving exercises in their own homes or which could be used to good effect in local gymnasiums for the purpose of putting more pep into class marches and class exercises. Such a week would help the store immensely in attracting attention and in not only selling more of these health records, but also in selling more records of all kinds.

Right now, when people are getting into the routine of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time of the year and this would mean more business from such a stunt now than at any other time.

This special week could be put on by dealers without much effort or trouble and without the expenditure of any very large amount of money. The first step would be to announce that such an event was to be staged. This announcement could be made in ads in the local newspapers and on placards placed in the show windows of the store. The announcement could be along lines somewhat as follows:

> ANNOUNCING
> HEALTH AND GYMNASIUM WEEK ALL NEXT WEEK AT THIS STORE.
>
> Now when cold and disagreeable weather are keeping people indoors who during the Summertime were able to get life-giving fresh air at Summer resorts, at tennis, at golf, at baseball and at other sports there is a widespread desire among the alert, enterprising people of the city to take some sort of exercises which will keep them fit during the Winter.
>
> To make it easier and more profitable for such people to take the desired exercises a number of health-giving phonograph records have been issued. These records and all records suitable for playing at home while taking exercises and in gymnasiums for class work and for marches will be featured in our store next week.
>
> For this special week we have laid in a complete stock of records of this character. And to all people who purchase certain quantities of records we will give free an album in which to keep them.
>
> Start now to keep fit during the Wintertime and make fun of your daily exercises by doing them to music.

The store then could arrange some very attractive window displays of the sort of records it would sell during the week and to each record in the window displays it could attach a little card telling all about the record and the use to which it was to be put, etc. An attractive feature of the displays would be to show some of the records already in use in local gymnasiums, in the home and in local schools while the children are taking class exercises.

Daily demonstrations in the store would aid materially in making the event a success and if the dealer could secure the services of some local athlete and have this athlete demonstrate various exercises to the music, either in the window or warerooms, the store would have a drawing card which would be sure to attract large numbers of people and help greatly in selling more of these record sets, which have already proved their worth, such as Walter Camp's "Daily Dozen" and "Weight Reducing Exercises," made by Health Builders, Inc.; "Wallace Reducing Records," made by the Wallace Institute; "Victor Health Records," made by the Victor Talking Machine Co., and the "Copeland Health Records," made by the Bridgeport Dye & Machine Co.

Put on a "Health and Gymnasium Week." It will attract a lot of attention and help business. You can do it easily and quickly and inexpensively.

CHATTANOOGA FIRM ADDS VICTOR

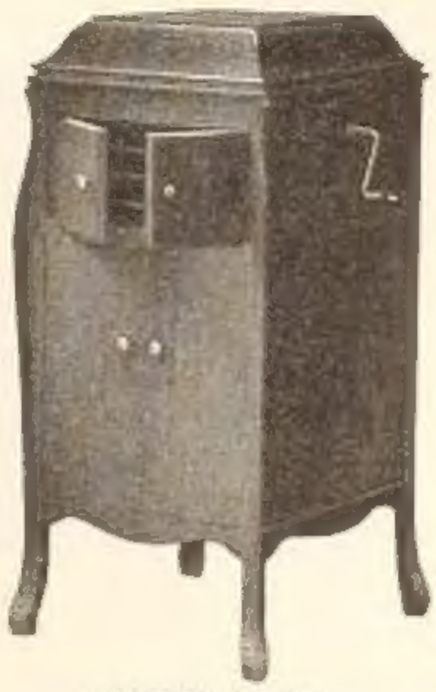
CHATTANOOGA, TENN., December 6.—One of the latest firms in the South to add the Victor line of talking machines and records is the Southern-Standard Music Co., of this city. A handsome Victor department has been opened in this store under the management of L. M. Murphy, who was formerly connected with the Cable Piano Co. Improvements are planned to the warerooms which will make this one of the finest music stores in this section of the State and a vigorous advertising and sales campaign in the interest of the new line has already been inaugurated. The usual forms of publicity are all being utilized in this drive.

Victor supremacy is the supremacy of performance

Victrola VI, $35
Mahogany or oak

Victrola IX
$75
Mahogany or oak

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.



Victrola No. 90
$125
Mahogany, oak or walnut

Victrola No. 130
$350
Victrola No. 130, electric, $390
Mahogany or oak

Victrola No. 210
$100
Mahogany

Victrola No. 280
$200
Mahogany or walnut

Victrola No. 330
$350
Victrola No. 330, electric, $390
Mahogany

"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company

Camden, New Jersey

Off With the Old and On With the New—A Year of Achievement and Prosperity Ahead

How quickly the years roll past! The Christmas season is with us again and treading close upon its heels will come the New Year. In spite of the fact that days are full to overflowing, we cannot help but pause for a little quiet retrospection—a looking back, as it were, to the months which have closed of this year of 1922. When the last chapter is ended the New Year will commence and once more we will enter upon the cycle of new and untried experience which will mark another milestone in Life's journey.

When we were younger we cried out "Merry Christmas!" without thinking very much of all which the words implied. Now, however, we say them with an earnestness which increases as the years go past. A "Merry Christmas" does not mean to us now a day of feasting and celebration, but rather the climax of a year well lived.

And so when we say to you, our friends, "A Merry Christmas and a Happy New Year," we mean so much that a volume could scarce contain it. There is nothing perfunctory, or formal, or cold in our manner or heart when we voice these age-old sentiments. We know that your Christmas and ours can only be "Merry" when there is cheer and merriment and joy and a sense of having done well, in our hearts.

In our business lives the great majority of us have worked very hard. It has been necessary—and we are glad of that! Working hard has been good for us. It has taught us to be self-reliant, self-respecting and independent in our thinking. People who are ready to think and work are not lazy. They are not procrastinators. Consequently they get results.

We can have a Merry Christmas in very truth when we know that we have played our part in the Game of Life well; when we have been fair, just, capable and reasonably exacting as business associates; when we have been sympathetic and progressive in home and community life; when we have so planned our time that we have had time enough for the things we needed to do and have not wasted or spent to poor purpose those precious hours which will never come back.

If we can come—you and I—to the end of the year, tired and weary, possibly, but nevertheless able to say with sincerity, "God's in His heaven, all's right with the world!"—then we can have a happy holiday period, because there will be nothing of regret in it. We will know that cordial relations exist between us and our fellowmen and that because we have served well

A Little Reflection Over Events of the Past Year Will Point the Way to Greater Prosperity in 1923

and done something helpful for others, we have a right to peace and happiness and contentment in the closing days of the year.

Doing "something" for others is a very large order. Let us consider it a moment.

First of all, we have a responsibility to ourselves, for unless we are healthy, efficient, capable, forward-looking, zealous in our chosen task and ready to give our best to whatever we undertake, we shall not be ready to do for others. The machine which carries us swiftly over the roads to the point of our destination must be in good running order or it cannot serve us. We must be right in mental outlook, in desire to achieve and in the Spirit of Doing or we cannot serve others.

Those who accomplish most are the ones who begin at home and work outward in an everwidening circle. Let us remember this: "The light that shines farthest, shines brightest at home." That is to say, we will prove ourselves worthy of Christmas joys if we aim definitely to make our own business organization finer, stronger and of loftier ideals. Service is love in action—love is the Christmas spirit.

So let us plan to have glad hearts ourselves and to feel and act in such a kindly manner that old Santa Claus himself would be glad to claim relationship. Some of us, perchance, have not done as much as we might for our chosen calling or profession, through the channels of its trade organization. We have been inclined to question, "What will we get out of it?" This is the spirit of selfishness, as opposed to the spirit of love.

Why not carry the Christmas spirit throughout every day of the New Year? If we do this, we can be sure of good will and harmony and happiness.

We like to think of Christmas as the period when our batteries are recharged by the kindly relations, helpful contacts and efforts in the direction of expansion for the New Year. Some people never have their batteries attended to and then some day the cells go dead at the most inconvenient times. This is the advantage of a regular season for attending to necessary duties, the season for looking over the mechanism of our social and business lives.

Are we grateful and appreciative for the blessings which are ours? Are we doing just what we have to, or as much as we can? Are we unselfish and forward-looking and ready to extend the encouragement which the other fellow needs?

If we have the spirit of Christmas in our hearts there will be little need to worry about the New Year. We are informed that advertising contracts for 1923 already amount to $250,000,000 and the record is not closed. Even at this, there is an increase of 33 per cent over and above the publicity outlays for 1922.

It is usually conceded that the amount of confidence expressed by the country as a whole in its advertising appropriations is a rather reliable indication of what we may expect in the way of increased or decreased business. If this is so, the New Year bids fair to be prosperous. And if it is prosperous there should be an opportunity for more and better service.

After all, we are really standing at the crossroads, looking both ways. We are sure to see where we have made mistakes in the past. We are sure to discover times we might have acted more promptly, more wisely, more understandingly. But if we have done the best we knew as we went along, and if we are ready to do better yet in the days to come, we will be entitled to a 25th day of December, full of happiness, and anticipation of greater achievements in the months ahead.

So, when we say, "A Merry Christmas and a Happy New Year," we are thinking of what has gone before and what is to come. We are hoping that the experiences gained will make life richer and brighter and more hopeful.

To each and every one of you we would say, *"May Christmas last the whole year through and may the New Year bring you your heart's dearest wish, whatever it may be."*

Be very definite in what you want. Head toward that goal, and if it is a possible and reasonable goal, you will reach it. We seldom get to any destination which we do not set out to reach. This is the advantage of resolutions. One resolution firmly determined upon and lived up to is worth a hundred soon forgotten.

A Merry Christmas, and remember that "A merry heart doeth good like a medicine!" And a New Year so happy that it will be a red letter day in the Rosary of the years!

Victor supremacy is the supremacy of performance

Victrola IV, $25
Oak

Victrola VIII, $50
Oak

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.

Victrola No. 80
$100
Mahogany, oak or walnut

Victrola No. 120
$275
Victrola No. 120, electric, $315
Mahogany or oak

Victrola No. 230
$375
Victrola No. 230, electric $415
Mahogany

Victrola No. 260
$160
Mahogany or walnut

Victrola No. 300
$250
Victrola No. 300, electric, $290
Mahogany, oak or walnut

"HIS MASTER'S VOICE"

Victrola

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Camden, New Jersey

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(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

DEVELOPMENTS AND PROSPECTS REVIEWED

BUSINESS in the talking machine field, which opened so hesitatingly during the early months of 1922, is closing in a manner which testifies not only to the improved financial condition of the nation, but also to the strenuous merchandising efforts in evidence in every branch of the industry.

During the past few months there has been a steady enlargement in the demand for talking machines and records in all sections of the country, and those manufacturers, jobbers and dealers who have taken the public into their confidence through intelligent, constructive advertising have been rewarded by an increasingly satisfactory volume of business.

The year, however, has not been without its dark spots. The great cleaning-out of surplus stocks of nondescript talking machines and records interfered in a very large measure with the sales of legitimate, nationally known products. In connection therewith a tendency to extensive price-cutting was evident which naturally was not a factor towards stability or business betterment. Such practices invariably undermine the prestige of those who indulge in this unwise form of trade stimulation.

While the price-cutting situation has considerably bettered, the evil has not entirely disappeared, and it is being "aided and abetted" by the long terms and small initial payments, which have become too prominent these days in the retail field. Dealers make excuses by saying keen competition has brought about this condition, but the fact remains that strong men and strong houses cannot afford to indulge in such practices. Cheapening the product cheapens the makers and cheapens the house selling the product. This condition calls for serious consideration by dealers who have the best interests of the industry at heart.

Judging from reports of improved business which are reaching us from all parts of the country, there is no question but that the talking machine industry is destined to enjoy a very large measure of prosperity during 1923. In this campaign for placing more talking machines and records in the homes of the people of the United States there should be loyal and indefatigable efforts by the trade as a whole toward maintaining the most improved methods of correct merchandising—methods that will be fair to the purchaser, fair to themselves, and fair to the manufacturer.

The musical and industrial standing of the talking machine has received a great impetus during the past twelve months. Prominent writers on economics have paid tribute to the growing importance and stability of the industry, while celebrated musical critics, leading composers and speakers at great educational conferences held throughout the country have recognized afresh the increasing value of the talking machine in the musical life of the Nation and have willingly recognized its aid in imparting musical knowledge not only in the home, but in the great pedagogical institutions.

Record music is unquestionably making America more musical every day. It is compelling our people to become acquainted with the best in musical literature and with the operas. All this is evident despite the tendency of the paragraphers to descant upon the growth of jazz and music of the lighter sort. This has a place in the musical menu for there must be entrées as well as solids, but the fact remains that the people who are enjoying the music of the talking machine have the opportunity of being brought into contact with the very finest minds in the musical world.

TALKING MACHINE RECORDS IN THE SCHOOLS

THE very interesting information has been forthcoming that in compiling its budget for the new school year the Board of Education of New York has set aside a specified sum of money—a small sum, it is true, for the purchase of talking machine records for schools, some 200 titles being listed which may be ordered by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

Other cities and towns have long ago taken a lead in this matter, and have provided talking machines and library records for the schools without any great argument. Great cities, however, as do all great bodies, move slowly, and that the school authorities of the metropolis of the nation have at last seen the light and seen fit to set aside a portion of a rather limited budget for the definite purpose of buying records is a move that should have a great influence on the rest of the country.

It is safe to say that the attitude of The Talking Machine Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies for music memory contests, has had a distinct influence in awakening the school authorities to an appreciation of the real value of the talking machine.

THE HARMFUL EFFECTS OF LONG TERMS

AS we go about the country we hear talking machine dealers handling various lines complain of the shortage of machines, or at least of the impending shortage that promises to mean lost sales and consequently lost profits before the peak of the holiday buying has past.

On the other hand, we see these same dealers for reasons hard to fathom engage in a hectic rush to put machines into the homes of customers either without initial payment or for a down payment and on terms little short of ridiculous. Down payments of forty-nine and sixty-seven cents or other like amounts on machines selling at $100 or more have been a common occurrence, and terms formerly kept well within the year are now running from eighteen to twenty months.

The evil effects of long terms as a means of inviting carelessness in the matter of payments with subsequent repossessions and particularly in tying up for the dealer much needed capital, have so often been set forth that their repetition is a waste of time. When, however, retailers are faced with the possibility of being

unable to get sufficient machines to take care of holiday demands, and then see fit to send out their present stock on ridiculous terms when they know it cannot be replaced, there develops a condition that is certainly in direct variance with sound business principles.

The replacement value of any merchandise should normally have a direct effect upon the sales price and particularly upon the terms, for a machine that goes out for a half dollar or less as down payment to-day will very probably mean a loss of a sound cash sale before the New Year.

It frequently happens that dealers endeavor to explain low terms by pleading that they bring customers to the store and the salesman can then demand and get larger payments. As a matter of fact, advertised terms like advertised prices are taken by the public to represent the maximum and as a general rule are considered subject to reduction rather than increase.

Next year will in all probability be an excellent year for all kinds of business, but the merchant in any line who ties up his good money unnecessarily in long-time paper at the present time is not going to be in a position to realize in the fullest measure on the business possibilities of the coming months.

THE VALUE OF MUSIC MEMORY CONTESTS

THE decision of The Talking Machine Men, Inc., the organization of talking machine retailers in Greater New York and neighboring districts, to take an active part in the conduct of a music memory contest in the public schools of New York in co-operation with the officials of the Board of Education is distinctly a move in the right direction and may be expected to bring the very satisfactory results that have been realized by dealer organizations in other localities that have followed the same course.

The New York plan calls for the direct linking up of the dealers' stores in various sections with the schools in their particular districts, by having retailers offer a limited number of records free for the use of school classes studying for the contest. The cost of the move is ridiculously small in proportion to the wide interest that is bound to be aroused by the contest and to the direct publicity for the various members of the association that is certain to result.

Various talking machine companies have accomplished great work for some years past in arousing in school authorities a proper appreciation of the value of the talking machine for music study, but as a rule the local dealers have of their own initative taken very little advantage of the field thus created. By getting in close contact with the schools through music memory contests and by aiding the school authorities directly in their musical work, talking machine dealers, can, as has been proven, develop a direct contact with, and interest in, themselves and their establishment that means dollars and cents in profit, and a business opportunity that can be realized in no other way.

Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation for, and interest in, music is bound in some way or another to prove of benefit to him in his business.

THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of January, February and March. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

Winter Months Offer Dealers Fine Opportunity of Extending Exceptional Service

The Winter months, with their ice, sleet and snow, offer the talking machine dealer the opportunity of extending service of an exceptional order toward customers and prospects which will strengthen the reputation of any concern as well as result in many sales that would otherwise be lost. For the most part, the woman of the house is the buyer and when the ground is covered with a white mantle of snow and the thermometer is jumping around the zero mark there is little possibility of getting this class of trade to venture from the warm fireside to visit the local music house. No matter how alluring the advertising copy and no matter how much certain records will appeal, there is every possibility that the trip to the music store for a demonstration will be deferred until the quicksilver climbs. In many instances the force of the advertisement will then have been lost or the new monthly record supplements will turn the mind of the prospect toward other and more recent recordings.

Conditions similar to that outlined above can be overcome by the merchant who saves the customer from venturing out by going out into the cold himself. In other words, if the customer will not visit the store it is up to the dealer to visit the customer. This is favorable for the dealer because he can, to a certain extent, choose the time for his visit, and in addition to the records which the prospect has evinced a desire to hear he can take along several other recordings which he is pretty sure will appeal to the customer he intends to call upon.

An hour or so at the telephone each day, taking a certain number of names contained on the mailing list at each sitting, will most certainly result in several appointments with customers interested in some of the latest record releases. The merchant should strive to make the appointments in the evening, when the head of the house is pretty sure to be at home. With the whole family circle listening to the records he has brought along for demonstration purposes his chances for making a large sale are much greater than if he had only one listener. Often what father likes in the way of music may not appeal to mother, and in this advanced age the likes and dislikes of the children play an important part in the decisions of the parents regarding purchases. If there are children in the home and the parents prefer the classics the dealer can probably boost his sales by taking along a few records of popular or dance music.

When Patrons Refuse to Venture Outdoors in the Cold and Snow Dealers Should Make Sales in Their Homes

These home demonstrations can be carried still further by arranging home concerts to which patrons may invite their friends. In the case of a home concert it would be well to arrange a varied program and the dealer could even consult with his patron as to the program. This latter suggestion would prove especially valuable from the standpoint of adding live names to the prospect list and making sales, because the customer would be apt to know what type of music her particular friends would enjoy most.

As has been mentioned in a previous paragraph advertising when the weather is exceptionally bad will not draw nearly as well as when the days are fine and crisp. Therefore, the dealer who desires to build a solid patronage on the basis of service should stress this feature of his business. Advertising in the middle of the Winter should contrast the interior of the home with its warm, cozy fireside and the family grouped around, with the bleak out-of-doors. Of course, the main factor of the ad is the contribution of the talking machine to family entertainment. Each advertisement should also contain a statement of the fact that a telephone message will result in a home demonstration of records which the customer may desire to hear at any appointed time. Thus will the advertising be made to reach the height of its effectiveness.

CLAYPOOL-LACY MUSIC CO. BUYS

Crawfordsville, Ind., December 8.—The entire stock of Victor talking machines and records of Schulz & Schulz, of this city, has been purchased by the Claypool-Lacy Music Co., which will hereafter have the exclusive representation of the Victor line in Montgomery County.

A Yuletide Message from Peerless

LOOKING AHEAD

A big record season is invariably followed by a large demand for albums

It is the confident belief of the writer that a factor of sales in January and February will be your preparation now in the matter of a generous album stock

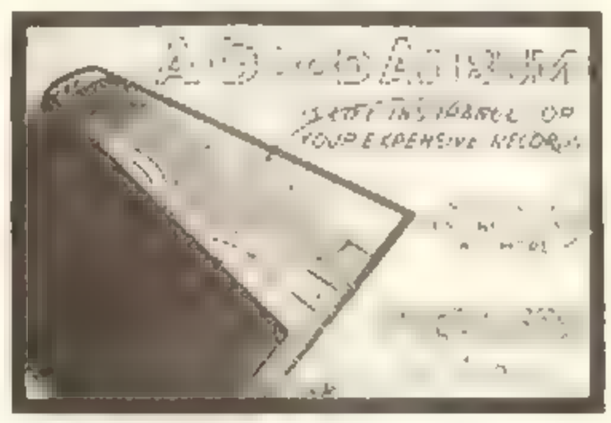
The good profit offered you on Peerless Albums is your one best reason for stocking them On the other hand Peerless quality, widely known and acknowledged, is a standard that you can safely rely upon for establishing firm relations with all your new record customers

Open the gate to 1923 prosperity now by completing your Peerless Album stock for good service to your clientele and in the interest of greater sales

Phil Ravis

To its many customers, friends and to the entire talking machine industry, Peerless extends its heartiest Christmas Greetings and sincere best wishes for the New Year.

We are particularly grateful for our extraordinary business of 1922, due to a large extent to the steadfast patronage of our old customers and the many new accounts which have been added to our clientele.



A Postal will bring this sign to you in the next mail WRITE

Fully mindful of our great responsibility to the trade in 1923 we have closed contracts for additional manufacturing equipment (soon to be installed) which will allow for further progress and service.

Manufacturers of:—

- Peerless De Luxe Albums
- Peerless All Grades of Record Albums
- Peerless "Big Ten" Albums
- Peerless Record-Carrying Cases
- Peerless Interiors for Victrolas and Phonographs
- Peerless "Classification Systems"
- Peerless Record Album Sets for All Make Machines
- Peerless Record Stock Envelopes
- Peerless Delivery Bags
- Peerless Supplement Envelopes
- Peerless Photo Albums

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY
NEW YORK

WALTER S. GRAY
San Francisco
942 Market St.

L. W. HOUGH
Boston
20 Sudbury St.

DECREASE IN PRODUCTION IN TALKING MACHINE FIELD

Department of Commerce Issues Census Figures Showing Appreciable Decrease in Output of Talking Machine Industry in 1921 as Compared With 1919—New Jersey Leads in Production

[illegible] D. C., December [illegible]—The Department of Commerce [illegible] that the reports made to the Bureau of the Census show [illegible] of [illegible] 38 per cent since 1919 when the total products were valued at $158,548,000. In addition, phonographs, graphophones, talking machines and parts valued at $7,17[illegible] in 1919 were made by establishments engaged primarily in the manufacture of products other than those covered by this industry designation. The corresponding figures for 1921 are not available.

Of the 154 establishments reporting products of over $5,000 for 1921, 38 were located in [illegible], 30 in New York, 19 in New Jersey, 16 in Ohio, 12 in Michigan, 7 in Indiana, [illegible] in Wisconsin, [illegible] in [illegible], [illegible] in California and Connecticut, [illegible] in Massachusetts, 2 each in Iowa, Minnesota, Missouri and Oregon, and 1 each in Tennessee, Virginia and West Virginia. New Jersey produced 62.7 per cent of the total value of products in 1921, being the leading State in the industry in that year as well as in 1919.

The decrease in production has been accompanied by a corresponding decrease in the number of persons employed, in the total amount paid during the year in salaries and wages and in the amount expended for materials. Considerable fluctuation is noted in the number of wage earners reported each month during the year. In January, the month of maximum employment, 31,307 wage earners were reported, and in August, the month of minimum employment, 24,093 [illegible], representing 77 per cent of the maximum. The average number employed during the year [illegible], as compared with 28,7[illegible] in 1919. A classification of wage earners with reference to the prevailing hours of labor in the establishments in which they were employed shows that 9,2[illegible], or 3[illegible] per cent of the total average number, were employed in establishments where the prevailing hours of labor per week were [illegible], or [illegible] per cent, where the hours were from 48 to 54, and 2,[illegible]44, or 12 per cent, where the prevailing hours were 44 or less per week.

The statistics for 1921 and 1919 are summarized in the following statement. The figures for 1921 are preliminary and subject to such change and correction as may be necessary from a further examination of the original reports.

	1921	1919	Per cent of decrease
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]			
[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]			
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	$4[illegible]	1[illegible].9
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	21,[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]			
[illegible]	[illegible]	[illegible]	[illegible]

[illegible] $5,000 in value [illegible] The figures [illegible]

[illegible]

Detailed statistics of production for the years 1921 and 1919 are shown in the following table.

	1921	1919	Per cent of decrease*
TOTAL VALUE	$9[illegible],[illegible]14,000	$158,548,000	38.[illegible]
Phonographs, graphophones and talking machines**			
For disc records—			
Number		2,138,[illegible]	
Value		$[illegible]36,[illegible]	
For cylinder records—			
Number	[illegible]	[illegible]	[illegible]3.2
Value	[illegible]	$[illegible]	57.9
Dictating machines—			
Number		[illegible]	
Value		$[illegible]	
Records and blanks—			
Disc records—			
Number	[illegible]	[illegible]	*[illegible]
Value	[illegible]	$[illegible]	*10.2
Cylinder records and blanks—			
Number	[illegible]	[illegible]	20.3
Value	$[illegible]	$[illegible]	70.4
Motors—			
Number	[illegible]	[illegible]	45.[illegible]
Value	1,[illegible]	[illegible]	*38.6
Parts and accessories not included in [illegible] reported—			
Cabinets, value	[illegible]	[illegible]	34.5
Other parts and accessories, value	[illegible]	[illegible]	53.3
All other products, value	[illegible]	25[illegible]	42.[illegible]
Custom work and repairing	[illegible]	[illegible]	*[illegible]

*Denotes increase.

**For 1921 statistics [illegible] cylinder [illegible] and dictating machines are combined [illegible] record machines [illegible] the operations of individual establishments.

THE TALKING MACHINE HER TEACHER

Marion Talley, the Amazing Young Singer of Kansas City, Who Sang for Metropolitan Opera Magnates, Is a Victrola Graduate

Marion Talley, the [illegible] Kansas City girl whose wonderful vocal talents so aroused the musical people of her native city that she was recently given a hearing before the heads of the Metropolitan Opera Co., attributes much of her startling vocal achievement to the talking machine. It is interesting to know that she never heard her idols, Galli-Curci [illegible], except on the Victrola. From the talking machine record [illegible] she learned to sing the selection which won the highest favor of the connoisseurs who heard her "try-out" recently at the Metropolitan Opera House.

So deep an impression did she make on [illegible] Gatti-Casazza, director of the Metropolitan, [illegible] Otto Kahn, Director Bodanzky and [illegible] and others who had the pleasure of hearing her that it was decided she was to spend three years studying with the best teachers. In New York, where she will remain indefinitely, Marion Talley will study voice culture, languages and all the other accomplishments necessary to a great prima donna. She will be supplied with tickets for all the Metropolitan productions and have a chance to study at first hand the many celebrities she has heard [illegible]. The people of Kansas City are quite proud of Marion Talley and they have good reason to be. Her voice is unusually developed for a girl of sixteen, in quality [illegible] more like the finished voice of a woman of twenty-two.

GOLDEN RECORD CO. ENTERS FIELD

Locates Recording Laboratory in Los Angeles —Plans for Expansion

Los Angeles, Cal., December [illegible].—Asserting that this city is peculiarly suitable for the manufacture of talking machine records on account of atmospheric conditions, Theophilus Fitz has started the first recording laboratory on the Pacific Coast.

The Golden Record Co., of which Mr. Fitz is president, is housed in a suite of rooms at 1041 South Hope street. The company has already made records which are on sale in Los Angeles leading music shops. Records by nationally known musicians are about to be made. Mme. Constance Balfour and Mme. Aldrich are among the number.

TIES UP WINDOW WITH CONTEST

[illegible], Ill., December 2.—A most unusual and interesting contest was recently staged by the [illegible] Music Co. here, causing considerable favorable comment and widespread interest. The contest was directed toward the children of the city, who were asked to write essays on the ancient city of Cairo, Egypt. Prizes were awarded to the winners. In connection with the contest a special window display was staged by the company, reproducing as closely as possible the ancient towers and [illegible] of the city.

GRANBY CORP. CHANGES NAME

The Granby Phonograph Corp., of Norfolk, Va., manufacturer of the Granby phonograph, has filed an amendment to its charter of incorporation changing the name of the firm to the Granby Manufacturing Corp.

The Portable Talking Machine Can Be Sold Throughout the Entire Year :: :: By Carl Knittel

[illegible] the advantages that with the aid of the talking machine and dealers can develop that business [illegible] to the fact that the portable can be carried to homes where quiet and concentration can be had.

Suppose the children want to dance at the [illegible] next door. Over goes the portable and [illegible] get a taste of the [illegible] possibly becoming a [illegible]. Many dealers are using the

Prospects Who Cannot Afford Large and Expensive Models Can Be Sold Portables Regardless of Season

portables in the regular demonstration rooms [illegible] play the record very well and allow keeping the larger machines in the salesrooms without tying up money capital. Likewise they can be carried on the counters and occupy no floor space.

[illegible] the portable [illegible] many times made more cheerful to the invalid by the [illegible] of a portable carried into the room, and, in some sanitariums, from room to room.

Many dealers who indulge in the sending out of house-to-house solicitors in selling either machines or records have found the portable a wonderful sales help. Christmas clubs in factories and offices can be made up in this way by taking the machine right out where these customers are, rather than waiting for them to come in.

In other words, the portable puts a positive punch into your sales campaign, as you can pick it up and go after the business if necessary.

All these thoughts are given with the idea of constructively helping the dealer develop business in a channel that he may not have thought of before and to bring about a realization of the fact that a little effort in a new direction may result in increased business.

SUGGEST LIBRARY "TALKER" ROOMS

New York libraries are discussing a suggestion that rooms be set aside in the larger libraries where talking machine music may be played. The idea is based on the theory that music is the closest of the arts to literature and that studies of text-books on music are [illegible] of academic value when there is not a ready means of illustrating them by sound.

A [illegible] talking machine dealer in a small [illegible] a specialty of catering to automobile [illegible] who [illegible] through his community. Bill boards about [illegible] the track.

Ormes Greetings

WITH the closing of a banner VICTOR year we consider it a privilege to extend hearty greetings to the trade. It is in a spirit of appreciation and thanks that we wish you a Merry Christmas and a New Year filled with success and prosperity.

This spirit of appreciation and good will will be manifested in 1923 by an intensive and practical form of co-operation, based on an intimate knowledge of the VICTOR retailers' problems and requirements.

C. L. Ormes
President

Who's your Victor Jobber?

ORMES, Inc.

5 West 37th Street **New York**

How Advertising of Long Terms Operates to the Discredit of the Industry in Many Ways

[illegible] period and more particularly during the more recent financial business depression when demand for the products of the musical instruments was so terribly scarce and bankruptcies and, in many instances generally prevailed, there may have been some real excuse for their existence in an effort for retail talking machine dealers offering their merchandise at unprecedented prices, terms or long terms which made like the length of a band issue than a period for instalment payments on a musical instrument.

Those days are no longer here. The average talking machine dealer to-day—and by average is meant the dealer with some real business experience and ability—is able to [illegible] very fair turnover in both machines and records. Indeed, we now continue to find that shortages of certain models or certain selections prevail with this or that dealer.

Yet, in the face of the made alteration, current conditions as well as a very favorable holiday season, and despite the excellent prospects for 1923, some talking machine dealers, as a whole, have not cleared houses as regards their advertising appeal, the amount of down payment required and the length of the period over which instalments are extended.

It is time for the entire retail trade to take inventory of itself, to think very seriously of the foundation on which the business is being built and of its more permanent future. The advertising of long terms operates to the discredit of the industry in many ways, indicating a surplus of supply over demand and a poor financial system. Advertised prices and terms are always to be accepted as necessary and the difficulty of shortening the terms after the customer is in the store is readily appreciated by those salesmen who have to face such a situation.

Current economics should no longer compel the retailer to do those things which are obviously destructive of his future business.

It is time for dealers to review the constructive type of advertising which used to be so evidence before and during the war, the kind of advertising that sold talking machines and sound to the American public on a basis of the entertainment and culture development thereby. Point the kind of advertising that betrays the constructive sentiment and natural partiality of this or that instrument, the kind of advertising that interests people in the musical merits of this or that artist or group of artists, the kind of advertising that makes the people want the music and entertainment that they can get on this or that instrument and [illegible] body that the price factor and the terms factor become absolutely subsidiary.

That is the way automobiles are sold and that is the way talking machines should be sold. Price should not be an issue and terms should not be an issue, and neither one will be an issue if the desire is created so strongly that it cannot be denied.

The desire to own a talking machine will be created along these lines, providing the retailers, as a whole, pervade their advertising and sales promotion work with constructive ideas of the sort mentioned.

If the retail trade continues to impress the public with the cheapness of the talking machines, that is, impress the public with the idea that 67 cents or three bucks will get you a talking machine worth one hundred dollars in any one home, and that will stay there for time immemorial providing the purchaser makes payments or instalments each month on account the talking machine industry had better provide for a very poor future. The American public is not going to make a favorite of anything which it is not induced to respect, and this kind of advertising positively does destroy respect for the products of the industry.

Right now is the time to wash credits and shorten terms, for every instrument moved off the floor on terms covering several years or more means a tying up of capital and also the loss of a prospective later sale on a cash or short terms basis. Instruments sold on such terms these days cannot be replaced readily and thus have an added worth that all too many dealers fail to appreciate. Short terms and good initial cash payments will help solve the talking machine shortage problem during the holidays and Spring, and at the same time bring invested cash to the dealer.

Talking Machine Shortage Problem During Holiday Period Solved by Short Terms and Good Initial Cash

A large majority of talking machine dealers will recognize the truth of what has just been said, and a large majority of them will protect the future of their own business and the future of the industry by refusing to continue to cheapen the wonderful products they are selling and to formulate their sales and advertising policy along lines that beat normal business conditions, rather than utilize publicity and selling methods which belong only to the depression period that has now become history.

NEW BRUNSWICK MOVING PICTURE

Designed to Exploit the Brunswick Phonograph—Has Clever and Entertaining Scenario

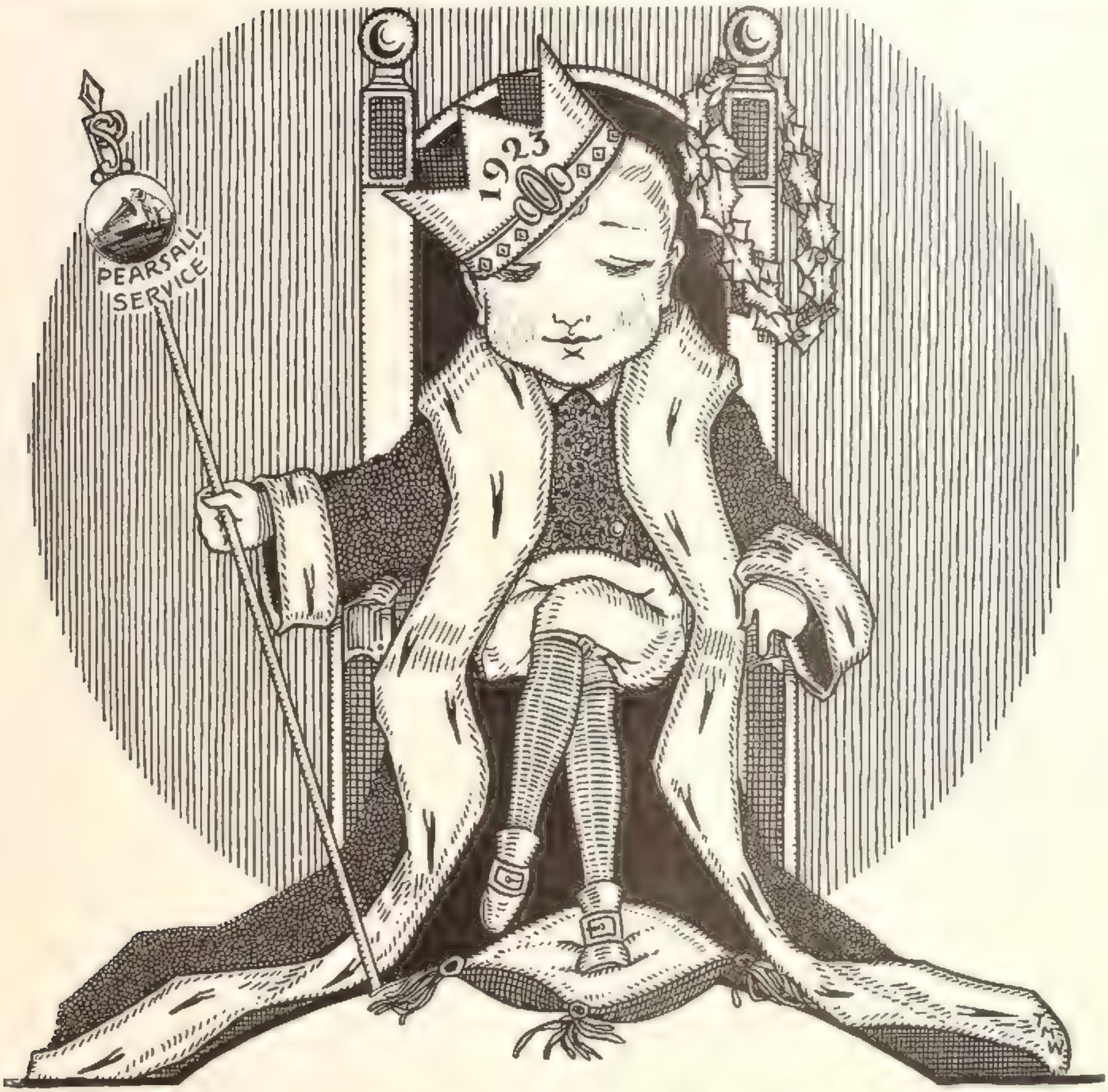
The Brunswick-Balke-Collender Co., with its usual enterprise, has just had manufactured by one of the largest film companies at a cost of several thousand dollars a new moving picture exploiting the Brunswick phonograph. It is entitled "Where Harmony Reigns, in A Flat." The reel is about 350 feet in length and is a finished artistic production with a complete scenario that is clever and entertaining. The reel will be loaned to Brunswick dealers free of charge for a period of two weeks with the understanding that they make prompt use of it in their local theatres, or they have the opportunity of purchasing it. If desired, the dealer's name and address as well as his slogan, appears at the end of the film. A very interesting folder bearing upon this new Brunswick film has just been sent to the trade showing how the reel can be made an effective adjunct to the dealer's newspaper and general advertising campaign.

BROADCAST "VICTROLA CONCERT"

Washington, D. C., Department Store Features Victrola in Radio Concert

Washington, D. C., December 3.—Woodward & Lothrop, department store of this city, is broadcasting concerts in which one instrument will be featured exclusively at each concert. Recently a "Victrola Concert" was given, every number being rendered by the talking machine. The Woodward & Lothrop radio broadcasting station is considered the best equipped in the South. The concern reports that the sale of talking machines and records has been greatly stimulated since the installation of a complete radio department.

[illegible] the suppression of leaks, such as preventing the loss of small sales, which bring success.



A ROYAL WELCOME TO 1923
A NEW KING

In welcoming the NEW YEAR, it is our earnest hope that 1923 will bring to Victor dealers a full measure of prosperity and happiness.

It is with keen pleasure that we extend our thanks to Victor retailers for the patronage and confidence with which they favored us during 1922.

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY
DISTRIBUTORS

THOMAS F. GREEN, *President*

PACKARD MUSIC HOUSE ADDS CHENEY

Prominent Fort Wayne, Ind., Music Concern Features Acquisition of Agency in "Cheney Opening and Demonstration Week"

The VanKorn Shower Co. points with pride to its appointment of the Packard Music House, Fort Wayne, Ind., as a dealer of Cheney instruments. The Cheney line was acquired by the large Indiana music house the latter part

View of Packard Talking Machine Department

of October, when a week was set aside as "Cheney Opening and Demonstration Week."

A very effective showing of all the models was made on the floor and many visitors came to the store. Both partners of the jobbing firm were present, along with a young lady who was brought to do special work during the demonstration. Liberal advertising space was used daily announcing the event. One of the big attractions during the opening was a display in the window of a working model, the case of which was made entirely of plate glass, enabling passers-by to view the mechanism as it operated.

A business is as strong as its greatest weakness, whether that be in the sales organization, the collection department, advertising, etc.

STUDY SUCCESSFUL COMPETITION

Some Profitable Pointers May Be Gleaned From Other Merchants in the Same Business Who Are Achieving Outstanding Success

What are your competitors doing? Not the failures, or those making a bare living, but the merchants in your community handling talking machines and records who are doing a good business and, in short, making a success of their enterprises. Are you watching them—studying their methods and gaining a knowledge of the things or policies which are drawing customers to their stores and taking them away from you? If you are not, then begin now and take advantage of what you learn. Try to beat your competitor to it, don't follow in his footsteps.

One thing is sure, when a man makes a success of his business it is because his methods appeal to the public. He attracts their attention by new, forcible and effective methods of presenting his goods. He keeps his line and his store before the minds of the public steadily and persistently and he loses no opportunity of making a sale.

The merchant who sits back and is satisfied to merely take any stray crumbs which may come his way certainly will not make any great success of his business, and he cannot expect to build up a solid, substantial trade in this way. A systematic campaign in all branches of business is the only way in which expansion can be accomplished. This means a vigorous campaign in advertising, publicity of all kinds, sales drives, etc. New ideas put into effect are the things that count. Unusual windows, "different" advertising and concentrated sales drives are bound to result in a general stimulation of trade.

Worry leads to ineffectiveness in business.

VICTOR HOLIDAY DEALER PUBLICITY

Artistic Folders, Illustrating Machines, Listing Christmas Records and Other Special Publicity Matter Sent to Dealers

A lot of very effective and artistic Christmas holiday material has just been sent out by the Victor Co. to its dealers which, if properly handled, should be resultful in developing holiday trade. One of the most artistic is a lithographed folder in several colors which contains illustrations not only of the most popular styles of Victrolas, but also pictures of the leading Victor artists and a stimulative talk on music. This is accompanied by a quality envelope to enclose the folder, which is designed to be sent out with a carefully prepared sealed letter. Another folder is devoted to a list of Victor records best suited to the holiday season. There are also suggestions for three separate and distinctive window displays embodied in a four-page folder which show the best and most effective ways of using the material for window decoration which the Victor Co. is providing.

Two large posters have also been sent out, one suitable for window use and the other for use in the store, both of which contain the selected list of Christmas records.

Dealers are fortunate in being able to secure such a comprehensive array of high-class holiday material that simplifies their problems of window and store display and enables them to get in close touch with machine and record prospects.

FILES BANKRUPTCY PETITION

An involuntary petition in bankruptcy has been filed by the Paul Talking Machine Shop, 112 Main street, Kansas City, Mo. Joseph M. Jones has been appointed receiver for the concern.

A Personal Messa

CHRISTMAS, 1922, marks the Fourth Anniversary of our Okeh Record. Starting with a small program, thanks to the co-operation of our friends, we were able to build up a big repertoire in American and Foreign records. You have helped us to make Okeh a national organization, and we consider you part of it.

Okeh Records

e to Okeh Dealers

IN this Christmas Message we want to express our sincerest thanks and appreciation. We promise to follow the same policy in the future we have in the past, continuing to make the BEST RECORD.

Our Sincerest Wishes for a Very Merry Christmas and a Happy and Prosperous New Year!

President

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street
NEW YORK, N. Y.

The Records of Quality


The "Queen Anne"
Model "210"
The "Colonial"
Model "127"
The "Chippendale"
Model "117"
The "Beaux Arts"
Model "105"
The "Lombardi"
Model "122"
The "York"
Model "212"
The Cambridge"
Model "135"
The "Stratford"
The "Oxford"
Model "207"
The "Georgian"
Merry Christmas and a Happy New Year
from
THE BRUNSWICK-BALKE-COLLENDER CO.
Thanking all Brunswick Dealers for the fine spirit of cooperation shown during the past year
Congratulating them on the truly remarkable volume of business done
And wishing them even greater successes for 1923
Model "200"
The "Gotham"
Model "101" Portable
BRUNSWICK
PHONOGRAPHS AND RECORDS

Overloading Salesmen With Too Many Prospects Invariably Results in Lost Sales

The talking machine business depends more on securing live prospects and their proper handling so that the maximum number of sales will be secured than most other businesses and, therefore, this branch of the trade should be made the subject of considerable study so that policies may be formulated which will not only result in the securing of live prospects, but will also bring about sales. Numerous methods of securing prospects are in vogue, most of which bring about the required results and practically all dealers have a fairly live list. Where they fall down is in the distribution of these prospects to the various salesmen and canvassers. The dealer or sales manager sends down his canvassers and salesmen with a great number of names and the result is a lack of concentration. The salesman tries to visit as many of these as possible during the course of a month and in his eagerness he does not give the time he should to each individual prospect. In many instances the salesman has a prospect half sold and he then leaves to visit the next one. Before he returns to the half sold prospect again the sale has been lost through change of mind or perhaps an instrument has been purchased elsewhere.

The point is that it would be much better for the dealer to cut down the number of prospects which the salesman is expected to see so that more attention can be given to each. In a certain talking machine store in the metropolitan area five outside salesmen were supplied with an average of 500 names and sent out. Now no salesman can cover the ground which these men were expected to and get the best results. These men made a great number of calls in order to make a good showing on their reports. Sales, however, did not come up to expectations and after much thought the sales manager cut down the number of prospects per salesman to fifty and in a brief talk impressed on their minds the necessity of giving prospective customers more time. In short, the men were told that where a prospect showed the least interest in the ownership of a talking machine the salesman should stick until the sale was made or lost. The result of this change of policy was far beyond expectations. No more half-made sales were lost and the monthly reports of the salesmen showed a startling jump in sales totals.

Lack of Concentration on Individuals Is Very Often the Reason for Poor Results of Really Good Salesmen

A salesman of wide experience in the retail music field recently made a suggestion to the writer which might prove [illegible] pointed out that [illegible] the store into which the salesman posts the names of those prospects [illegible] unable to make contact [illegible] Each salesman should be supplied with the same number of prospects [illegible] taken from the list and placed in the box [illegible] must take therefrom another which has been placed there by one of the other salesmen. Of course, he selects a prospect which he thinks he might sell. Then, [illegible] and to interest another prospect and [illegible] salesman eventually secures the [illegible] the box and may be successful for several reasons.

No two salesmen approach alike present the merits of their line in exactly the same manner and where one man has failed to appeal to the prospect another may succeed through the difference of approach and presentation. A manner which appeals to one person may not do so to another and, therefore, it is safe to assume that one salesman may create a feeling of dislike in the mind of the prospect and thus eliminate any chance of making a sale and another salesman will succeed simply because he strikes the right note.

HARRY RIDDELL A PROUD DADDY

Harry Riddell, manager of the Muskegon Brunswick Shop, Muskegon, Mich., has a new use for his Brunswick in quieting or drowning out young Mr. Kirkland Riddell, a newly arrived ten pounder.

Read how Columbia Dealers at a nominal

What you get each month

1 A pictorial presentation of a dominating sales idea that will increase your record business many times, beautifully lithographed in eight colors on sheets 22 x 32 inches

2 Window streamers—one or two window streamers lithographed in five colors, featuring special releases or seasonable lists. This is your window's "headline"

3 Special lists of records, appropriately illustrated in eight colors that will turn over your stocks on hand

4 At least six cutouts, lithographed in eight colors all on current records and monthly releases that will move the goods

5 Artist Poster—a beautiful portrait of one of Columbia's Exclusive Artists lithographed in eight to ten colors. Good all the year round

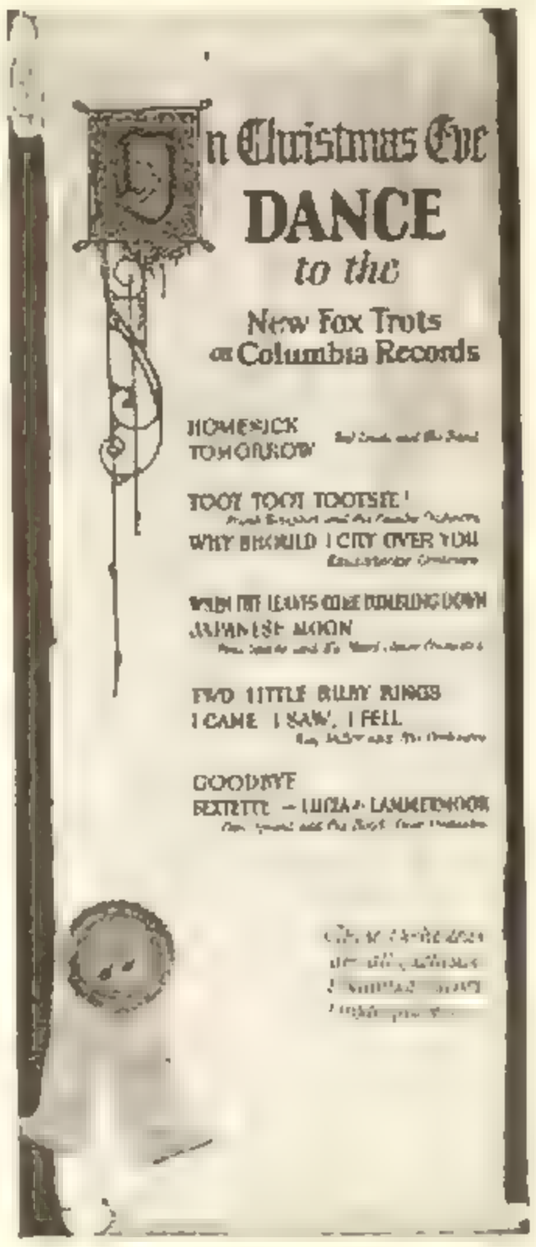
The thousands of Columbia Dealers who have used these displays for the past eight years will tell you that they would not be without them at any price

We will gladly refer you to dealers in your own state who have immensely increased their business by the use of these window displays. If you want to assure yourself a good share of next year's prosperity you could not make a better move than to subscribe immediately for the Columbia Window Display Service for 1923

Read what the experts say

EVERYBODY knows that the best business bringer a dealer can have is his window. But unless that window is used right, much of its good is lost. The big question for every Columbia Dealer to decide is, what will you put in your window for 1923 to increase your sales?

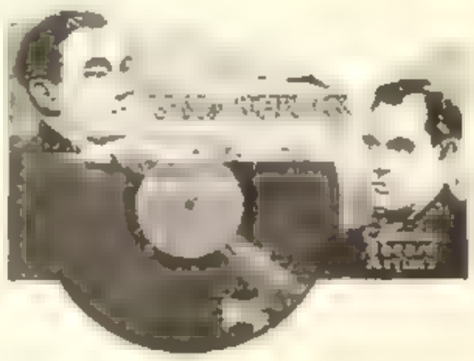
We'll answer that by saying, we have created for Columbia Dealers what experts call the finest series of window displays ever gotten up to sell phonographs.

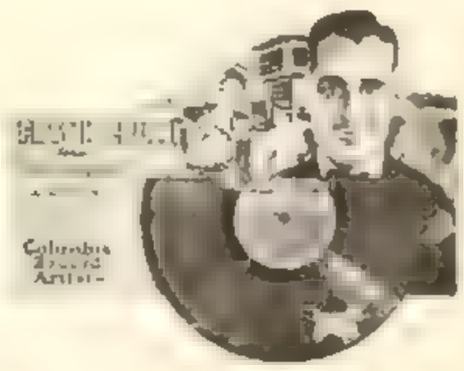


Here's the Beautiful

THE eleven pieces of display advertising pictured here constitute the Columbia Window Trim for December, 1922

Lithographed in eight colors and done by a number of the best artists in New York, it possesses attention-getting powers and sales-creating value which will make it the talk of the trade





COLUMBIA GRAPHOPHONE COMPANY

can "Double Up" Sales for 1923 cost per month!

By preparing these displays in large quantities, we have gotten the price down to an insignificant sum per dealer.

For Christmas, 1922, nearly 4000 Columbia Dealers will have the Christmas display shown below in their windows.

It is only a taste of what is coming for 1923.

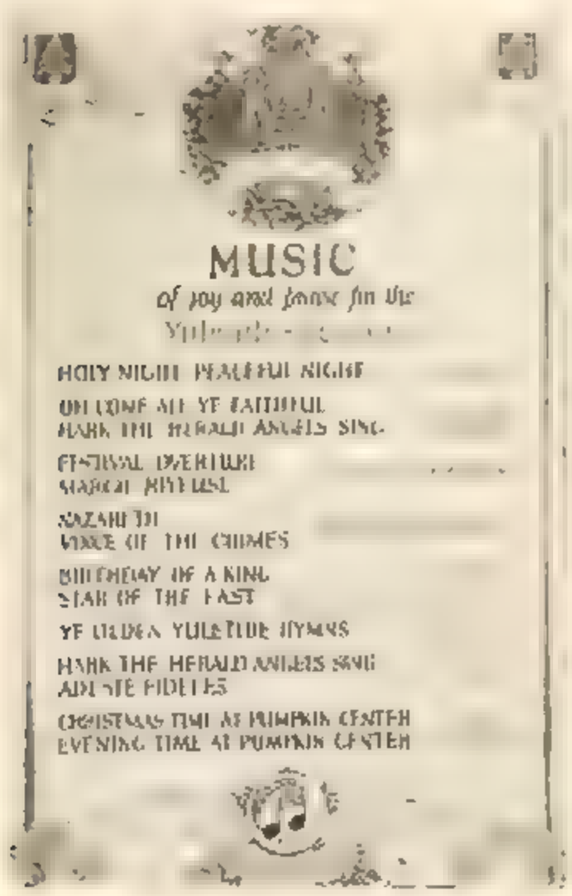
For full information about this splendid sales material send the attached coupon to your branch.

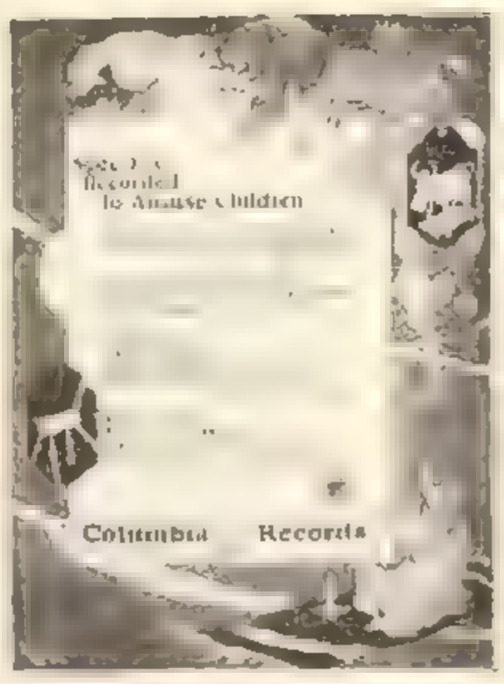
Christmas Display

If you are not one of the 4000 Columbia Dealers who will have this display for this Christmas, write or wire your nearest branch and get yours at once.

Never in the history of merchandising has so little money bought so much selling help

Read what the experts say





Read what the experts say:

The Educational Director of the Associated Advertising Clubs of the World says:—

"I do not know a better thing that a retail dealer could do to strengthen his own position and increase his own business than hitch his wagon to a national advertising star by using such a cleverly worked out window display as your people have created."

EARLE PEARSON

The Secretary-Treasurer of the Association of National Advertisers, Inc., says:—

One of the pieces in the display that first attracted my attention was that of Cyrena Van Gordon as Begonilde in the Valkyre. I just felt, when I saw that picture, that I wanted to go right off to a Columbia store and buy the record. But if I had not been privileged to see this picture privately, and had been one of the men in the street passing by a dealer's store, how could I know that the dealer had such a record to buy, if it did not tell for so in his store window.

"If I were a Columbia Dealer I would certainly see that every piece of this display were put to use."

JOHN SULLIVAN

One of the foremost poster artists of America says:—

I have seen the Christmas window display of your company and regard it as an exceptional piece of advertising art.

It seems to me that we need higher standards of art in retail dealers' windows, reaching as they do the rank and file of people who pass continually up and down Main Street.

Your display has real merit, not only from the standpoint of attracting attention to the dealers' stores, but the whole conception is one calculated to sell goods.

ADOLPH FREIDLER

The Vice-President of The Art Directors Club, Inc., says:

"Your Christmas display for the dealers' windows for your Grafonola I consider a fine, if not the finest, of its type that I have seen. It has a freshness and a charm that attracts and invites—something that mere blatancy and color never achieve."

FREDERIC J. SUPP

1819 Broadway, New York

COLUMBIA GRAPHOPHONE CO.

(Mail this coupon, properly signed, to your Columbia Branch.)

Without any obligation to me, please send me full information about the Columbia Monthly Window Display Service for 1923 and the special trim for Christmas, 1922

Name .....

Address.....

Suggestions for Making Sales of Machines and Records During Holidays :: By W. Bliss Stoddard

St. Louis merchants united last year in a joint campaign to push the sale of talking machines and records as Christmas presents. Newspapers, street car, window displays, special offers and demonstrations all played their part in acquainting people with the desirability of a talking machine. They say that "the constant drop of water wears away the toughest stone" and the constant repetition of "Put a Phonograph" or "Buy a Talking Machine" as seen on almost every page of the daily papers was bound to get the reader to thinking about such a purchase sooner or later. These appeals were varied and were imbued with the idea that a talking machine was a necessity for all and every member of the family. So much has been said about "phonograph clubs" that this phase of selling was fully exploited by the St. Louis dealers.

Goldstein Bros. was one of the few firms that spoke of their Xmas Club, through which one could purchase one of the popular priced machines at the rate of $2.00 a month. What interested most prospective customers, however, was their offer of a complete set of Blackbird Lyra with each phonograph. They showed in their window a table set with the Lyra and at the other end one of the talking machines. Broad red ribbon, ran from each to a card on the wall, framed with a Christmas wreath, which stated: "Music for the Christmas Holidays—Gifts for the Christmas Feast—All for two dollars down and two dollars a month."

The P. A. Starck Piano Co. was another firm that made a special offer to secure the holiday purchase of a talking machine. It offered free with each machine a handsome floor lamp with silk shade. The instrument and lamp were then played in the window, while inside, on a low pattern covered with a soft rug were placed one of the lamps (lighted) and one of the phonographs. This machine was kept in constant action to demonstrate its quality, and from the large stock of records in the rack they would be played to suit the visitor's taste. The firm does a large mail order business and one of the main features of its success is the fact that it ships phonographs anywhere for a free trial.

Shattuck's, featuring records rather than talking machines, had one catchy display that called instant attention to the late records. In the corner was shown a Christmas tree, gaily decorated with lights and tinsel, beside which stood Santa Claus with his pack. In the foreground was a talking machine wreathed with pine and holly. Around this was dancing a circle of figures. Each alternate one was a record with hands, feet and head made of bamboo sticks painted black, while between each was a black cardboard figure, the head of which was in the shape of a music note, whole the arms and legs were grotesquely curled. A card with a lively border advised:

> Lady's corsages and flowers fade, but MUSIC Records give pleasure long after the last ball of Christmas morning. Give them a gift. Let our demonstrator play a music for you.

A good idea for the place for a talking machine will be, not only now, but in the years to come, was worked out by McNichol. In the foreground was shown a phonograph in front of which were two children dancing their dolls to the sound of its music. The wall was painted grey, with white clouds. In the center of the first cloud were seen several youths and maidens dancing to the music of a machine. The second cloud showed a mother rocking her child to sleep to the soothing tones of a lullaby from the machine at her side. The third cloud showed a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

> YEARS OF HAPPINESS IN ONE CHRISTMAS GIFT
>
> Think of THIS Christmas gift as a gift of year-round Christmas cheer for many years to come. You and your family and friends can enjoy all the music of all the world for a lifetime when you give a Columbia Graphophone.

The talking machine as a means of keeping children at home was recently suggested by the Grand Leader. Their striking window first brought the idea before the public. The floor was covered with cotton to represent snow, and in the background were small trees, also lightly powdered. In the foreground was a toy house, about four feet high. The door was open and the interior brightly lighted. In a high chair sat a doll, gazing at a phonograph of actual size, which took up the greater part of the interior of the house. The window was lighted by bulbs of blue glass, which gave a moonlight effect to the scene, the bright light in the little house causing the phonograph to stand out distinctly. A card near the glass suggested:

> NOTHING LIKE MUSIC TO KEEP THE YOUNGSTERS ENTERTAINED
>
> Put a phonograph in your home if you want to keep the children there.

The majority of people have but a faint conception of the great variety of records that are being produced and it takes an ad like that of the Heine Music Co., Lancaster, Pa., to bring home the fact that they can get practically any variety they desire. This enterprising firm recently took an entire page in the local paper, in the center of which it placed the cut of a fine Victrola. Above, below and on either side were little boxes on the top of each of which was printed one of the headings—concert songs, sentimental ballads, comic, Italian gems, opera gems, church hymns, popular songs, sacred songs, marches, transcriptions, Hawaiian airs, folk songs and descriptive, as well as jazz, mazurka, foxtrot, waltz, one-step and two-step. In such a list there was music of a kind to please the most diverse tastes. If it had arranged a window along the same line, with a Victrola, and the records, labeled as above, set in wire racks suspended from the ceiling or laid on the floor, it would have acted as a very potent selling agent for the disposal of these records. Incidentally, considerable publicity was gained for the company's dance records by offering them with a Victrola for the use of public dances. Once the young people found to what good advantage they could be used for the larger dances, they were more apt to see the possibilities of same for little informal at-home dances and the sale of this class of records was given a decided impetus. Not only that, but vocal and descriptive selections to be played upon the Victrola while the dancers were resting were freely loaned, and in this way the latest song hits of the metropolis were brought to the attention of the public as soon as they were received in stock, resulting in an early call at the store for some of those which had struck their fancy.

Original Methods to Garner Gift Dollars by Live Dealers of St. Louis Result in Increased Business

---

Fix this firmly in your mind. There is a buyer for every article manufactured.

TRADE CONDITIONS IN BERMUDA

W. D. Wadson, Here After Victor Shipments, Tells of Big Possibilities on His Island—Installs Sheet Music Department

[illegible] Wadson, of the firm of Lindsay & Wadson, Hamilton, Bermuda, exclusive Victor dealers in that city, was a visitor at the offices of The World late in November. [illegible] trip Mr. Wadson [illegible] the United States [illegible] Atlantic City, [illegible] the [illegible] was [illegible] interested in [illegible] shipments of Victor goods [illegible] possible for the holiday season.

He was also courtesy courted in the Music Dealers' Protective Association, [illegible] which [illegible] talking machine dealers [illegible] selection of popular music. His firm has made arrangements to carry popular songs.

In speaking of general trade conditions in Bermuda Mr. Wadson said he felt that the Victor sales in his territory have hardly scratched the surface of possibilities. While it is true that for a number of years they have done an excellent business, he feels that the future will see even a greater expansion in the demand for musical instruments.

Saving land and wondering how to accumulate collections on instalment sales will not do the trick unless the thoughts are backed up by action.

EFFECTIVE WINDOW DISPLAYS

Collins Piano Co., of New Orleans, Features Timely Windows—"Ned" Wilson Firm Believer in This Type of Publicity

New Orleans, La., December [illegible]—The Collins Piano Co., at 137 Baronne street, Victor dealer, has been featuring recently a series of effective window displays that have not only attracted the attention of passers-by, but have produced direct sales. One of these windows featured the popular Irish hit, "Who Should I Love Over You," and as a result of the display the Collins Piano Co. sold an exceptionally large number of Victor records featuring this hit.

"Ned" Wilson, manager of the Collins Piano Co., and one of the most popular men in the local trade, is a firm believer in the value of distinctive window displays and under his direction the Collins windows are changed frequently and almost invariably present displays well calculated to produce direct results. He takes advantage of holidays and other timely events to prepare windows particularly pertinent to the season of the year or to the character of the events uppermost in the mind of the public.

NEW YORK FIRM CHARTERED

A. Schochet, dealer in talking machines and radio sets in New York City, has been granted a charter of incorporation under the laws of this State, with a capital of $40,000. The incorporators are A. Schochet, D. Berman and A. Mintz.

MANY NEW BRUNSWICK AGENCIES

Branches Throughout Country Report Placing Line With Dealers in Widely Separated Sections of Their Territories

The phonograph division of the Brunswick-Balke-Collender Co. reports a large number of new accounts opened recently by its various branches throughout the country. Among those listed the past month are: The Santa Monica Brunswick Shop, 423 Santa Monica boulevard, Santa Monica, Cal.; Sturgis Music Co., 4703 Moneta avenue, Los Angeles, Cal.; B. Tilton, 119 N. Cortez street, Prescott, Ariz.; Leonard Piano Co., 115 Live Oak street, Miami, Ariz., opened by the Los Angeles Brunswick branch; Geo. G. McManus, 44 Westwood avenue, Westwood, N. J.; Verbach Bros., 431 Fulton street, Jamaica, N. Y., opened by the New York branch of the concern; Martin & Cote, Ft. Kent, Me.; Beal & McCarthy Music Co., Rockland, Mass., opened by Kraft, Bates & Spencer, of Boston, Mass.; Herman Zinn, Brockway street, Palatine, Ill.; W. J. Davis Music House, 317 Court street, Saginaw, Mich.; Butler Music Co., Marion, Ind.; Schmidt Music Co., Davenport, Ia.; Gulick McFarland Co., Fort Madison, Ia., opened by the Chicago headquarters of the Brunswick Co.; O. L. Pfanstiel, New Braunfels, Tex.; Copeland Jewelry Co., Palestine, Tex., opened by the Dallas branch; Reitsnyder Music House, Lebanon, Pa., Philadelphia branch; Spring-Holzworth Co., Main street, Alliance, O., Pittsburgh branch; Melody Shop, Punxsutawney, Pa., Cleveland branch; Topeka Music Co., 633 Kansas avenue, Topeka, Kan., Kansas City branch; A. Holtz, Hagler, Neb., Omaha branch; Sullivan & Taylor, 11 Aspen street, Bisbee, Ariz., Denver branch; John Clarch Co., Chattanooga, Tenn., Cincinnati branch.

ENJOY BANQUET AND PLAN BUSINESS

Employes of Morris Music Shops Entertained at Most Enjoyable Banquet by Morris Nimcowitz—Plan Big Holiday Business

Morris Nimcowitz, proprietor of the Morris Music Shops, located at 2030 East Fordham road, and at 659 Lenox avenue, New York, recently entertained his employes at the Parisiana Cafe, Fordham. Those present in addition to Mr. Nimcowitz were Joe Fisher, manager, Messrs. Dimond, Jordan, Schaffer, Rouch, Berg, Rabinowitz and Tencoit—all employes of the Lenox avenue branch. The guests of honor were Mrs. Nimcowitz, Miss Silverblat, Harry Nimcowitz, Joe Fisher and O. P. Gratton, sales manager of the Granby Phonograph Corporation, New York headquarters.

The banquet was a most enjoyable affair with Joe Fisher as toastmaster, and during the evening speeches were made by Messrs. Nimcowitz, Dimond, Schaffer, Graffen and Mrs. Nimcowitz. One of the features of the evening's program was a song, entitled "The Yell of Morris," composed by Jordan and Fisher.

During the evening the business campaign was discussed and everybody agreed upon the transaction of $100,000 worth of business during the holiday season. It was also decided to have a reunion of this kind at frequent periods in the future.

JOINS RADIO SHOW MANAGEMENT

S. H. Fairbanks, who managed the recent successful radio show in Boston, Mass., has been retained as advisory director by the management of the American Radio Exposition, which will hold a radio show in Grand Central Palace, New York, from December 21 to 30. Mr. Fairbanks will take charge of the exhibits, the apportionment of space and other details incidental to staging the show. J. S. Byers, executive secretary of the committee in charge of the show, will continue with the aggressive program of arrangements already projected.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[illegible]

3. PAPA HAYDN AND HIS SURPRISE

[illegible] last month's article I explained how the "Surprise" Symphony got its name and said a few words about its second movement in which the "surprise" occurs. I also explained that the first movement, as given on unbreaked Victor record No. 35243, might profitably serve as a very interesting and instructive to listen to a few times during the period between November 15 and December 15.

A Reminder on Form

Assuming then that those who are following these articles have learned to record No. 35243 and have some idea of how it goes, let me make a few comments. By this time everybody ought to remember that the first movement of a symphony, as Papa Haydn worked out its form, consists of (a) an introduction, sometimes but not always, leading to (b) a first theme of incisive, brisk character which, after being announced and (usually) repeated, gives place in turn to (c) a second theme contrasting to the dominant of the main key (that is a fifth above or a fourth below) and of more appealing feminine character after which comes (d) a development during which the two themes are worked out to the limit of the composer's ability to make something out of them whereupon there is (e) a recapitulation of the two themes and (usually) a coda or [illegible] made out of the material of the first theme.

Now how can been trying to hear any of these divisions and subdivisions in the Surprise? If you have played it at home have perceived that the music, as arranged on the record has been slightly condensed. In instance there is no such development and the recapitulation has been shortened. As it is the music runs about as follows:

Analysis of the Record

First there is a [illegible] introduction of [illegible] bars in length, sounded by the violins and [illegible] of the woodwinds which [illegible] Haydn's head into an [illegible] theme. This is [illegible] recognized from the rhythm of Ta Ra Ta Ta [illegible] and the stress on the last syllable. Haydn takes [illegible] theme and pitches it about [illegible] the violins and [illegible] the woodwinds. The second theme comes in after the [illegible] has been well established, so that [illegible] intention to make it the principal theme. It comes in so gently and quietly that you need notice it as it sounds as calm was [illegible] in [illegible] master of the orchestra. In fact Haydn scarcely gets it rounded before he proceeds to [illegible] and dashes into a development of the first theme. Notice how he dances about the rhythm and then alters the instruments from first giving bits of the melody to the woodwind and to the brass and then [illegible] series of [illegible] passages carrying us [illegible] finally to a restatement of the theme [illegible] coda. This [illegible] condensed, he gives us a [illegible] to lose things up and there we are.

Haydn's Wind Instruments

If you will listen carefully you will notice two or three interesting points. For one thing Haydn was dealing in those days (130 years ago) with orchestras which had not the capacity of the instruments of today. The wind instruments were especially [illegible] in contrast to their modern successors. In fact, the flutes, oboes, bassoons, trumpets and horns which formed the wind sections of Haydn's orchestra [illegible]. English horns, bass clarinets, contra bassoons, trombones and tubas came in later and were not at first provided with keys or valves. In consequence they were able to sound only the main harmonies of their tunes. On a brass instrument these were obtained by alternate [illegible] pressure of the lips against the mouthpiece. Modern players, of course, do this, too, but in addition their instruments carry extra crooks to the tubes, controlled by valves which the player can produce all the other notes needed to make a chromatic scale. In that time the wind section of Haydn's time had only three notes and consequently could not sound all the tones of the chromatic scale, but only the [illegible] of the key which it was built to sound. Naturally, therefore, the wind instruments in Haydn's orchestra did not get much to do except to play accompanying chords to the melodies sounded by the violins and 'cellos. In the first movement of this Surprise Symphony there is a striking illustration of this fact. Right in the middle the violins suddenly cease and the wind instruments come, for several bars, sound a syncopated accompaniment, with a rhythm something like this:

Ta Ra Ta Ta

Ta Ta Ta

over and over again, until a sudden rush of scale passages in the violins swallows it up. Now, in the scores of symphonies of this period you will find whole pages of notes for the wind instruments in which nothing more exciting than this takes place. Indeed, if you listen closely in this piece we are now discussing you will hear much the same sort of music for the wind instruments from beginning to end. It is only very occasionally that they get a bit of melody. The reason, of course, is that these instruments were so very limited in their powers. On the other hand, a symphony composer of today finds that his wind instruments offer him two complete choirs, one of the woodwind and one of the brass instruments each able to play a whole piece by itself and to execute passages which even fifty years ago would have been thought impossible.

I said above that the record as have been issued has a condensed version of the movement. This, nevertheless, is quite satisfactory for a picture of the complete score, since it only

omits a bit of the development and the greater part of the recapitulation. The introduction, the statement of the themes, the development and the coda are all properly represented and though one would have been better pleased to have had the movement entire (for, seeing both faces of the record for the single movement), there is no good cause for complaint in what is given us.

Quartet and Symphony Compared

Referring now for a moment back to last month's article, it is easy to see that the only difference between the classical symphony and the classical quartet lies in the fact that the one is written for a larger and more powerful array of instruments than the other. As the possibilities of the orchestra were more clearly seen, however, the composers of symphonic music became bolder and more experimental until to-day we find the symphony much more complex (though at the same time more satisfying, more complete and in every way more wonderful). On the other hand, I personally confess to a great love for the sweetness and lilt of eighteenth century music, which did not occupy itself with little attempts to put metaphysical state into sound, but was content to produce pure forms of beauty.

Turning now to record No. 35244 we listen to the second movement just to remind ourselves of the place where the "surprise" comes in. Nothing more need be said about this little set of variations on a simple theme, for its form and content are as an open book which all can read. But the minuet which constitutes the third movement demands a few moments' attention for its very loveliness.

About a Minuet

I have already reminded readers that a minuet is a stately dance in triple time, not unlike what a slow waltz would be (though the dance itself is more like a 'formal' quadrille, as that used to be danced two generations since). The symphonic composers, however, beginning with Haydn, made it merrier than ever it was as a formal dance and the present piece fully sustains its writer's reputation for geniality. It begins on the third beat of the bar and trips merrily along for all the world like the homelier rustic merrymaking and not at all like the stately pageantry of an eighteenth century drawing-room. Interrupted in the middle of its course, the music turns to the Trio (so called, I suppose, because originally it was written to be played by three instruments, or else because it is always in three-four time). This is invariably a slower and highly contrasting section and in the present case forms an unmistakable but appropriate foil to the merriment of the main movement, which in due course turns up again and trips its merry way to its conclusion.

Entry of the Scherzo

Let us pause, as we take off the record, just long enough to remind ourselves that although Mozart retained the idea of the Minuet in his symphonies, the more serious and powerful mind of Beethoven rapidly inaugurated a change when he substituted the Scherzo, which, in the same rhythm and with the same contrasting middle section, presents ideas of a less trivial and more moving shape and carries on further the modern conception of the symphony as a great epic poem in tone. Beethoven made the definite change in his third (Heroic) symphony and exemplified it still further in the scherzos of the fifth, seventh and ninth.

Finale!

Back we go now to the first record, 35243 and this time we take its reverse side. Here is the attractive melody of the finale. Haydn was a genial old soul and melody flowed from him without ceasing. He could always write a pretty tune and he never repeated himself. How he did it is not the point. He did it, that is all we need care about. And in this case he lives up to his reputation. The movement is in the general shape of what is called a rondo, which [illegible] in which one keeps on [illegible] and returns, as it were, [illegible] at equal interval [illegible] is notably difficult to follow and so I recommend to the student the simple course of first listening two or three times [illegible] the piece as well in his mind and then [illegible] it again a number of times to get a grip of the instrumentation, that is, on the manner in which Haydn has distributed the [illegible] instruments. Again the comparative powers of the wind instruments will be noted and also the fact that Haydn used to often to write for his bass strings in [illegible] the violos simply double the contrabass an octave higher. It took Beethoven to learn to treat the viola and 'cello as separate, individual voices. In the quartet of Haydn's time one also finds the viola poorly treated as if composers were not quite sure what to do with it and thought it best simply to give it the merest filling in, just enough to thicken up the harmony and make the chord reasonably full. Mozart soon learned better, as you can find out from listening to the Victor records of Mozart quartet movements as made by the Flonzaley and Elman Quartet. On the other hand, the moment you go to the works of a later period you find a vast difference. The instruments are now treated more individually. It is no longer just a first violin with three accompanists. Beethoven, Schumann, Dvorak, Smetana and Tschaikowsky are represented by Flonzaley interpretations of movements from some of their best quartets and careful attention to these will show exactly what I mean. There are few more fascinating hobbies than the discovery of the inner development of musical composition, nor is any method of pursuing the search comparable with the method of listening critically to fine records.

(To be continued)

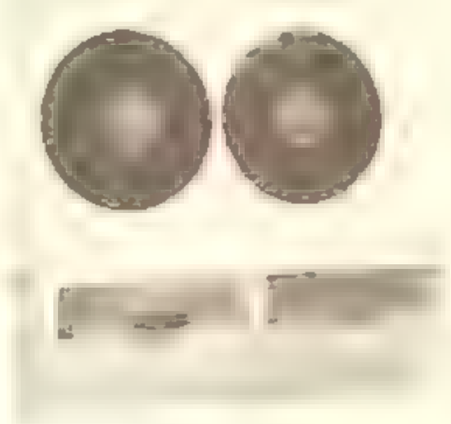
The Diamond Service Rack Sells More Records

No. 1 Size. 27 " high, 9 " deep, 16" wide Finished in gray or ivory $5.00. In Mahogany $6.00.

Hundreds of dealers say this practical little rack pays for itself in a few weeks' time, it has such a strong influence on sales.

Made with two sections one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in less time

Takes the place of the usual cluttered up table. Occupies small space on wall. Eliminates breakage. Advertises your feature record



No. 2 Size Same as No. 1 except that it is 28" wide. Finished in gray or ivory $7.50. In Mahogany $9.00.

January Will Be a Big Sales Month for the Diamond Juvenile Console

WHY? Because January is "Bonus Month"—the month when pocketbooks are pleasantly fattened—the month when thousands of people do their heaviest buying. Wise talking machine dealers will get their share of the Christmas overflow by displaying the Diamond Juvenile Console.

A Real Talking Machine for Children

Cabinet of selected hardwoods and veneers—24 high, 14" wide and 28 long.

Finish is beautifully enameled in gray, blue and ivory. Grille is blue or old rose silk

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records up to 10 inch.

Particularly adapted to children's records and Bubble Books.

Guaranteed Heineman Motor!

Cut gears, cast frame, removable motor board. Fully guaranteed

The Diamond Products Corporation

25 West 43rd St., New York Factories: Oswego, N. Y.

DISTRIBUTED BY

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.

Cabinet & Accessories Co.
3 West 16th St., New York

Consolidated Talking Machine Co
[illegible] Chicago, Ill.

Munson Raynor Corporation
[illegible] Los Angeles, Cal.

Misunderstandings Regarding Terms Very Often Cause of Repossessions :: By Arthur H. Foster

The talking machine business is essentially an instalment business and, therefore, one of the greatest problems before the trade is the prompt collection of accounts and the diminution of repossessions. Misunderstanding by customers or inadequate explanation of terms on the part of the salesman are often at the root of the evil. One of the first essentials of the instalment business is that customers clearly understand the terms when they are required to meet when they buy a purchase and the members of the sales staff should be held accountable by the sales manager or proprietor if a customer makes a purchase and delivery is made before the proper understanding is established.

The temptation on the part of the salesman or the proprietor to slight over the question of terms in order to insure the making of a sale is understandable very great, but unless an article stays sold the profit on the transaction is lost. This matter of terms and the periods when payments are to be made should be handled in a firm and uncompromising manner.

A woman enters a store to buy a sewing machine and the clever salesman has succeeded in selling her on the line he represents. She is financially unable to make a cash purchase and the terms which he can obtain are an important problem to her, just as they are to the proprietor of the establishment. The following is approximately the conversation which causes misunderstandings:

"I like this instrument very much but I am unable to pay cash for it. What are your terms?"

"Oh, there won't be any trouble there," answers the salesman. "We can arrange that detail to suit your purse," and instead of trying to obtain a reasonable down payment and profitable payments for his house the salesman seems eager for the customer to decide and make her own terms, usually the lowest possible to obtain. When the customer finally closes the deal she leaves the store with the vague idea that she must pay so much every so often. This part is all right, but what the customer does not carry home with her is the impression that the dealer is doing a favor by extending terms at all and that it is absolutely essential and most important that the payments be met on the day they are due.

Since this customer was ignorant of the facts long before terms were discussed the chances are that a frank statement by the salesman of reasonable terms would have been accepted without question and the customer would have left the establishment more satisfied with her purchase and with considerably more respect for that store. When a person buys on instalment is able to secure any old terms doesn't there is always a feeling that he might have done better if she had deferred a little longer and this is one of the most dissatisfactions which eventually results in delayed payments.

The dealer must make his arrangements with the

> *Salesmen Should Be Certain That Patrons Understand the Terms of the Contract Before Sale Is Closed*

day that they are payable so that it is within his power to do so. Each day he or someone delegated to the task should go over the books to check up on the payments due that day and if they do not arrive in the next morning's mail a letter should be sent to the delinquent. A more pointed letter should be sent at short intervals thereafter until the money comes in or the point is reached where a repossession is desirable. Beating about the bush does not accomplish anything. The best line to pursue is a straightforward policy which will leave no room for misunderstanding as to the contract which the buyer enters into with the seller at the time of purchase. Some concerns even send out a polite letter or reminder a few days before a payment falls due and in many instances this has been found effective in curtailing delayed payments to a minimum.

The sheriff has placed the padlock on the [illegible] because the [illegible] and not making the [illegible] a [illegible] [illegible] not always the fault of the [illegible]. A man who will a kind of [illegible] [illegible] goods and collect [illegible] [illegible] the amount each month [illegible] [illegible] the available [illegible] [illegible] time [illegible] and [illegible] [illegible] and [illegible] with no [illegible] [illegible] and repossessed [illegible]. The [illegible] [illegible] time to [illegible] [illegible] on the [illegible] of [illegible] and [illegible] [illegible] to bankruptcy is the logical end.

There is only one way in which to avoid undesirable and uncomfortable conditions and that is to establish definite collection and down payment policies which will place the business on a sound basis. It is [illegible] that [illegible] practice [illegible] show a lack of the [illegible] principle of merchandising to place in the hands of the salesman the power to make the terms [illegible] to the sale is consummated. Each and every salesman should receive [illegible] regarding the lowest terms which the dealer shall decide are necessary for him to make a profit and the members of the sales staff should also be impressed with the necessity of making clear to each customer or prospective customer the terms on which the purchase is made and the importance of meeting these terms with the utmost promptitude.

CO-OPERATIVE VICTOR AD DRIVE

Victor Dealers of Davenport Ia., Staging Effective Campaign in the Interest of This Line in Addition to Regular Ads

Davenport, Ia., December 8.—Victor dealers of this city recently instituted a co-operative advertising campaign which is scoring an unparalleled success in bringing the merits of Victor products before the public in a forceful manner. The co-operative campaign is being run as a separate unit and in addition the usual advertising is being resorted to by dealers. The special drive copy is confined to an exposition of Victor aims and quality, especially featuring the Victor trade mark and the host of artists who are making records for the Victor Co.

Four-Minute Conference on Business Topics

No. 8—Your Gifts—and the Science of Using Them

[This is the eighth of a series of four-minute conferences on topics of general interest to business men in the talking machine trade which have been prepared for the publication by Harold H. Heather, director.]

Sometimes we speak of gifts as the offerings, contributions or presents which we make to others. Again we speak of gifts as personal talents. Either interpretation is correct, for our talents are among the richest offerings of Nature to us.

Some people pride themselves on giving away very little. They boast that they always whittle toward themselves. They point out various individuals of generous impulses who have come to want, or whose many offerings have not been appreciated because of their very lavishness.

In doing for others, as in everything else, there is a happy medium. To be too stingy or close is to be a miser, and miserliness is a vice. To be too lavish and to distribute what we have without the exercise of good judgment is extravagance, and that, too, is a vice. However, no man can achieve his own best in point of sympathy, brotherly kindness or the desire for service without doing a certain amount of giving.

The business man is frequently called upon to make contributions to this, that and the other, and often he does this as a matter of policy rather than of desire. Our business benevolences should be as wisely administered as any other part of our finances. It is a good plan to set apart a budget, be it large or small, which we can afford to use for community and public welfare.

Some firms charge this up to advertising, but it is doubtful if this is a wise policy, for many of the solicitations to which we are inclined to respond have no real advertising value. It is better then to have a distinct sum of money, determined on a percentage basis, which can be used in this manner. Some one person may have the administration of this and be held responsible for investigation and suitable disbursement.

Then, when the fund is used up, the method of many firms may be followed of saying pleasantly,

"We are sorry, for we would be only too glad to lend our assistance to this worthy cause, but our appropriation for the year for benevolences has been used up and no more funds are available until the beginning of our fiscal year."

This method prevents the disposition to do too much for one and too little for another. It prevents embarrassment and encourages putting out the fund in the most thrifty possible manner and so as to touch the worthiest causes. When there is money on hand of this kind the giving can be cordial and prompt. A small gift given in this spirit means a good deal more than a large sum grudgingly handed out after annoying delays.

As a rule, solicitors for benefits of this kind are public spirited citizens who are busy themselves and yet who are giving their own time gratuitously in order to help some good work along. There is a science in business giving as well as in business management. Some firms make the mistake of hit-and-miss, indiscriminate giving, and others are a good deal more systematic. Systematic methods are always more satisfactory.

Our business gifts within our own organization are a different matter. Many a firm has given serious thought to this and has worked the matter out on the profit sharing, the bonus or commission basis. This has been done with the idea of rewarding natural workers for conscientious service.

As a rule, extra effort and time are required at certain seasons of the year and some recognition of this makes for good will, cooperative harmony and a finer degree of morale. It is a good plan also for those in authority to express a hearty word of appreciation from time to time of the help and support given.

It is a peculiar thing, but we never really possess an article of value until we share it with someone else, whether it be a pleasure, a material possession or the intangible spirit of brotherly kindness.

There is a science in giving, the science of giving wisely, of giving so as to strengthen and hearten and not to pauperize, the science of true generosity in that we recognize the multitude of our blessings and are willing to show ourselves worthy of larger responsibilities and opportunities. A man is known among the angels by the manner in which he gives!

FINE PUBLICITY IN ST. JOSEPH

A Brunswick phonograph playing Brunswick records and accompanied by a pipe organ in a local theater in St. Joseph, Mo., is giving much publicity to the Brunswick department of the Leader Department Store, of that city. A slide shown on the screen announces the title of the selection being played and where it can be purchased. Many people who would not hear these records have been interested this way.

MENNEN CO. APPEAL IS EXPLAINED

Attorney for Mennen Co. Declares Litigation Between Federal Trade Commission and Mennen Co. a Test Case—Interesting Facts

The following letter concerning the appeal of the Mennen Co. to the Circuit Court of Appeals has been received by The World from Gilbert H. Montague, attorney for the Mennen Co.:

"Your article in your issue of November [illegible] entitled 'Argue Right to Fix Discriminatory Prices,' is likely, I am afraid, to mislead your readers as to the point raised by my client, the Mennen Co., in its recent appeal to the Circuit Court of Appeals.

"The Mennen Co.'s price schedule is not, and never has been, discriminatory in any real sense. For a considerable period the Mennen Co. granted to wholesalers, who rendered a special service in distribution, not rendered by retailers or other branches of distribution, a short extra discount, in consideration of the special service thus rendered. Probably no business man would ever call this discriminatory, nor would the Federal Trade Commission probably have ever questioned its legality were it not for the fact that one clause in the Clayton Act, dealing with price discriminations, is so badly worded that the Commission concluded that possibly it forbade any discount for service and permitted discounts only for quantity or differences in the cost of transportation, selling, etc. To clear up the meaning of the Clayton Law on this subject the Commission began two years and a half ago a test case against the Mennen Co. This test case was brought against the Mennen Co. instead of any one of the almost innumerable multitude of manufacturers in every line of business against whom the same point could have been raised, simply because the Mennen Co., not being a monopoly, and presenting no element of exploitation, deception or oppressive conduct, raised this single question in a particularly clear and uncomplicated fashion. Throughout this proceeding both the Commission and the Mennen Co. have conducted the litigation solely as a test case and for the single purpose of obtaining from the courts a final decision as to just what is the meaning of the particular clause of the Clayton Act.

"You are [illegible] that some of your readers may be under the impression that wholesale associations were parties to the proceeding, or at least had participated with the Mennen Co. on the latter's petition to the Circuit Court of Appeals to reverse the Federal Trade Commission's order. This impression [illegible] the Commission's order made no reference to any wholesale association, nor to any wholesale association a party to this proceeding. The appeal to the Circuit Court of Appeals was not made on the petition of any wholesale association, but was made solely by the Mennen Co. No association of any kind has participated or contributed, financially or otherwise, to the Mennen Co.'s defense of the proceeding. For two and one half years the entire burden of this litigation, which involves the very existence of every wholesaler, and also every small retailer whose buying capacity or location precludes his from ordering individually or collectively in large quantities, has been borne exclusively by the Mennen Co."

THE BRUNSWICK COURIER APPEARS

Beautifully Illustrated Picture Envelope in Colors, Containing Monthly Record List One of the Latest Dealer Sales Helps

The Brunswick Courier, a [illegible] is the latest form of dealer [illegible] sent out by the Brunswick Co. [illegible] pocket envelope which [illegible] the business of their dealers [illegible] monthly and contains the latest record [illegible] pictures. The inside is devoted to pictures of the latest Brunswick record [illegible] and [illegible] the leading artists of the company with a personal message from the dealer to his [illegible]. On the outside are pictured the [illegible] of Lauri[illegible] phonograph in the home. The entire [illegible] is most attractive and [illegible] very powerful [illegible] pictures. It is stated that the Courier will be ready in [illegible] each month. In the first issue to hand the Elshuco Trio and Vivienne Segal are given special pictures with accompanying illustrations of the Gotham and Peaux Art phonograph models.

STOCK RECORD REFERENCE LABELS

Victor Co. Announces New Issue for Dealers' Stocks of Records for 1923 and 1924

A new issue of stock reference labels will be issued by the Victor Co. with the expiration of the December, 1922, supplement. The labels will be similar to the previous edition, but the stock references will be brought up to date. The [illegible] stock reference labels for all domestic records in the 1923 numerical catalog, complete with supplementary covers covering all domestic records to appear in the monthly supplements for 1923 and 1924.

There will also be a similar label covering the foreign records listed in the numerical catalog, together with supplementary covers covering all foreign records to be issued during 1923 and 1924.

Dealers desiring a real up-to-date system in the efficient handling of their record departments should install this system if they are not already using it.

NEW BAKER'S MUSIC HOUSE BRANCH

Concern Operating Chain of Music Stores in New York and New England Opens Branch in Plattsburg, N. Y.—Handle Varied Lines

Plattsburg, N. Y., December 10.—Baker's Music House, which operates a chain of music stores throughout New York and New England, has opened a store in this city.

Spacious display rooms at 17 Court street have been secured and Victor Lyon, well known musician of this city, has been engaged as manager.

The store will handle everything in the music line, including instruments of every description, sheet music and radio equipment.

The Government River Patrol "Susan" boasts of a complete wireless outfit and also a handsome Brunswick phonograph. It is used to amuse the sailors on board while the boat is plying its way between Memphis, Tenn., and Cairo, Ill.

NEW STARR HOME IN LOS ANGELES

Work Begun on the Erection of an Elaborate Eight-story and Basement Building in That City to House Headquarters of Pacific Division of the Starr Piano Co.

Los Angeles, Cal., November 29.—Work has started on the excavation of the site for the new building to be occupied by the Starr Piano Co. at 635 South Hill street, this city. The new building will be an eight-story and basement structure with a mezzanine floor, and will have a frontage of [illegible] feet and a depth of 138 feet, and will house the headquarters of the Pacific division of the Starr Piano Co.

The Pacific division was organized in 1907 and has served as executive headquarters for practically all the territory west of the Rockies, although distributing warehouses have long been maintained in San Francisco and Portland to give dealers rapid service in the delivery of Starr pianos and phonographs and Gennett records.

The new building has been specially designed to meet the requirements of the company's business. In addition to the structure now being built the company owns the adjoining six-story building with a 75 foot frontage on Hill street which now houses the local headquarters. The present building will be vacated when the new structure is completed.

Breaking Ground for New Starr Co. Building

PLAN TO CO-OPERATE WITH ARTISTS

Dallas Music Industries Association Discusses Co-operation With Artists

Dallas, Tex., November 27.—A general discussion of the best method of co-operation with the musical artists who will appear in Dallas during the coming season, in order to insure the success of their concerts here, was held at the luncheon meeting of the Dallas Music Industries Association recently.

Following the discussion, a committee composed of Paul Burbine, D. L. Whittle, Robert Walker and F. Tressaldi was appointed to confer with the local concert managers in order that the dates of the appearance of the artists may not conflict and to do all they can to assure the success of the appearances.

PLAYS ON CURIOSITY OF PUBLIC

James K. [illegible] of Paterson, N. J., Brunswick dealer in that city, had about fifty Brunswick tinted banks in his display window with a large sign, saying that these banks were "not for sale." The result was that many people came inside to inquire about the banks.

ADAMS CABINET CORP. TO MOVE

Will Transfer Equipment From Los Angeles to Ontario, Cal., When New Factory Is Completed on or Before January 1

Ontario, Cal., December 8.—Construction work on the plant of the Adams Record Cabinet Corp. here will be started at once and is scheduled to be completed not later than January 1.

Immediately upon completion of the building the corporation will move machinery and equipment to the value of more than $30,000 from Los Angeles to this city. The company is now operating in cramped quarters in the Angel City.

The industry represents a local investment of more than $40,000 and will give employment to approximately forty men and women at the start, with excellent prospects of the number being increased to at least 100 during the year.

Officers and directors of the company are George I. Adams, president, A. G. Appel, secretary and treasurer; George E. Abbott, G. W. Christy, E. C. Zweiger, R. B. Hill and George E. Adams.

CLEVERLY ARRANGED WINDOW DISPLAY

San Antonio, Tex., December 4.—The Brunswick Shop here is putting on some very splendid window displays to advertise Brunswick phonographs and records. Recently it staged a splendid display of the "Haunting Blues," which nearly blocked traffic. There was in the window a life-size picture of a negro parson carrying in a sack a chicken, whisky bottles, etc. The life of the picture was a big black cat that wore its head and tail.

It is poor business practice to try to compete in price with dealers who handle cheap lines of instruments. The trade worth securing will make it a point to do business with the dealer who handles honest merchandise.

MAGNAVOX CO. ENLARGING PLANT

The Prominent Manufacturers Add 32,000 Square Feet to Factory Facilities—Working Day and Night to Keep Pace With Demands

Oakland, Cal., December 5.—The Magnavox Co., of this city, has recently added to its already large floor space 32,000 additional square feet to be used for assembling. The present factory is to be used almost in its entirety for a machine shop to produce the many hundreds of parts necessary in the construction of the

Magnavox Plant at Oakland, Cal.

popular Magnavox radio, Magnavox phonograph reproducers and public speaking voice amplifiers of many different type.

The business has grown rapidly until today the Magnavox Co. is one of the largest manufacturing plants in the West with a world wide distribution. Large quantities of Magnavox instruments have recently been shipped to England, France, Italy, Australia, China, Japan. In fact, the name "Magnavox" has rapidly spread all over the entire world, due in a

Magnavox Plant in Process of Building

great measure to the rapidly increasing popularity of radio telephone reception. During the Spring, when there was a great rush by the public for Magnavox radio, the company, in spite of its best efforts to increase production, got behind with its orders. However, the new addition, with its greater facilities for producing goods in a more efficient and speedier manner, has eliminated the possibility that this fall anyone will have to do without Magnavox equipment. Radio is essentially a Winter, Fall and Spring sport, and by having its new addition in shape now the demand for Magnavox equipment, it is hoped, will be kept supplied.

The new addition is made of reinforced concrete and brick, with all the modern conveniences which can be possibly built into a factory building. With over a thousand people can now be easily accommodated, although even at the present time two shifts are necessary in the production of the many pieces of apparatus made by the company. There is an indication throughout the entire world that this season will show a greater amount of radio business than ever before, even in spite of the unusual crash which took place this Spring. People are now fully beginning to realize the actual worth of radio outside of the mere amusement feature and are beginning to look upon radio as practically indispensable.

PROSPERITY IN TEXAS TERRITORY

Thomas E. Swann, Victor Wholesaler of Houston, Tex., Visits Camden on Annual Buying Trip—Southwestern Business Brisk

Houston, Tex., November 29.—Thomas E. Swann, president of the Talking Machine Co. of Texas, Victor wholesaler, recently returned from a short trip to New York. While in the metropolis Mr. Swann visited the Victor Talking Machine Co. on his annual Fall buying trip. The Talking Machine Co. of Texas has been enjoying a fine business, according to Mr. Swann, and the outlook for an exceptionally fine holiday trade is excellent. He also pointed out that the shortage of machines which has been keenly felt in the North and East has also struck the Southwest. Dealers in this section of the country are in somewhat better shape, however, because in the majority of instances they placed early orders for large stocks.

RECORDS FROM "YANKEE PRINCESS"

Three new Brunswick records of song hits of the New York light opera, "The Yankee Princess," will soon be released, according to an announcement by the company. These hits will be played by the Joseph C. Smith Orchestra, exclusive Brunswick artists, and are as follows: "I Still Can Dream," "My Bajadera" and "In the Starlight."

BRUNNER WINNING NEW FRIENDS

Popular Strand Salesman Closing Excellent Business—Well Known in Local Trade

One of the most popular members of the sales staff of the New York organization of the Manufacturers Phonograph Co. is Walter Brunner, who is well known in local talking machine circles. Mr. Brunner is identified with the sales organization headed by Richard A.

Walter Brunner

nault and is one of a corps of experienced men who are developing Strand activities in this territory.

Mr. Brunner has been identified with the talking machine industry for twenty years, having spent the greater part of this time with the New York branch of the Columbia Graphophone Co. He numbers among his friends dealers throughout this territory and his intimate knowledge of the requirements of the local trade has enabled him to attain signal success in his new position.

FOR STATE MUSIC WEEK IN TEXAS

Dallas, Tex., November 28.—At a meeting of the Dallas Music Industries Association held at the Oriental Hotel recently the possibility of making the very successful Dallas Music Week a State event was discussed at length and it was decided to [illegible] and the National Bureau for the Advancement of Music for advice regarding ways and means.

Vocal

Phonographs

Distributors of the Vocalion and Vocalion Records

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.
CLARK MUSICAL SALES CO., 324 N. Howard St., Baltimore, Md.
O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington, D. C.
LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland Ohio.
LOUISVILLE MUSIC CO.
529 S. 4th St., Louisville, Ky.
THE AEOLIAN CO. OF MISSOURI,
1004 Olive St., St. Louis, Mo.
GUEST PIANO CO.,
Burlington, Iowa
D. H. HOLMES CO.,
New Orleans, La.
STONE PIANO CO.,
Fargo, N. D.
STONE PIANO CO.,
826 Nicollet Ave., Minneapolis, Minn.

Vocalion Records are Playable On All Phonographs.

Style 1626

PERIOD Vocalions—the *quality* phonograph for the New Year—the only instrument that has the famous Graduola tone-control. On every Vocalion, expert attention has been given to period detail—every characteristic reproduced with experienced care. The conservative case-designs of Period Vocalions blend with all types of furniture and lend a touch of distinction to any room. Prices from $175 up—the best value obtainable today.

The Aeolian
New York

lion

Exclusively Vocalion

ROSA RAISA

the great dramatic soprano of the Chicago Opera Company

CRITICS the world over hail Rosa Raisa as the greatest of dramatic sopranos. Her magnificent voice is reproduced exclusively on Vocalion Records.

	No.	Size	Price
Forza del destino Pace mio Dio.	52013	12	1.75
Otello Ave Maria	52007	12	1.75
Tosca Vissi d'arte	30155	10	1.25
Vespri Siciliani Bolero	30113	10	1.25
Ye Who Have Yearned Alone	30134	10	1.25

Company

Chicago

Red Records

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

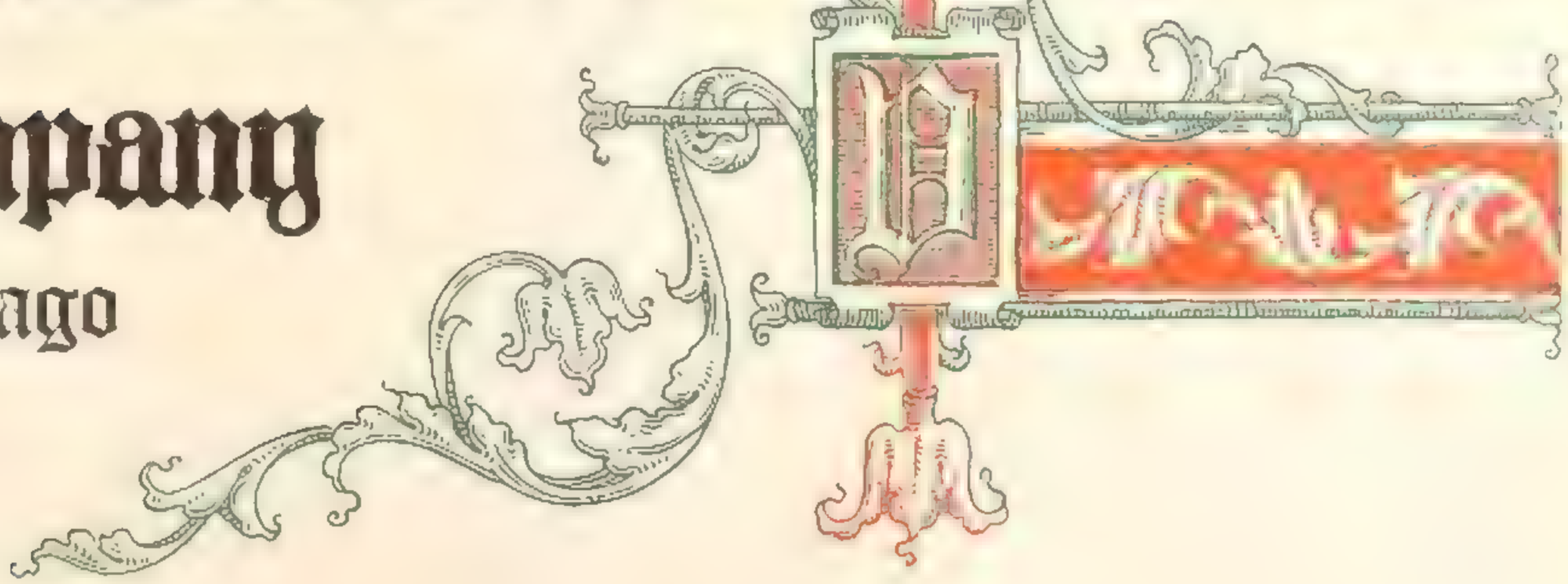
STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah.

MOORE-BIRD CO.,
Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.

Let us give you complete information for 1923 regarding the Vocalion line of phonographs and Vocalion Red Records.



Interesting and Instructive Comparison Between Two Dealers' Methods :: By L. T. Schaefer

Southern Illinois Traveler for Brunswick Co.

It is certain that in my territory are two dealers. Number One says:

"We have [illegible] working, business is bad and prospects [illegible] the same [illegible] as mentioned, and [illegible] that, it developed and need work to create sales.

I [illegible] to get business. [illegible] right. No [illegible] Mrs. Smith [illegible] her husband is on a strike, etc., and after calling on several others with no better results I gave it up.

I then [illegible] 'How much time do you spend on the outside?' He replied, 'Not much, not go out occasionally, people don't seem to want to buy.'

Again I asked, 'Do you advertise?' He answered, 'Oh yes a little, but not much, people don't read the papers and I too I am waiting, [illegible] the present conditions.'

The above is the result of mind that man is in and none he better a mind pure of successful business men the foreman would probably say 'Yes, we agree, but on the foreman, he's dead and he doesn't know it.'

Now let us see what the other dealer in the same town, [illegible] a worse location, but alive, to do.

I walked in. He looked busy, but not too busy to spend a few minutes. 'Hello, glad to see you. I've got a machine going out on approval, but if you can wait about half an hour or so I will be back and have several things I wish to talk to you about,' and [illegible] he was.

The record girl said he was busy too. I wondered what about, and I waited for him. Said she was getting up a list of telephone numbers of people who have not been in the store lately, and as she had some [illegible] they would like was preparing to call them up. I suggested that she go around and get some [illegible], and she proceeded, so that by the time Mr. Dealer had returned (about an hour later) she had six people planning to come to the store who had not been in for some time. Think of that! And some dealers wonder why record business is bad.

She afterward explained that numerous customers would forget to return for more records each month if she would forget them, and figured inasmuch as she received a commission on each record sold, she could earn just that much more each month by retaining all old customers and getting new ones as well, and said the customers seemed to like the idea.

I then spoke to Mr. Dealer again, and he said he would give most anything for a couple of good men as he had all he could handle on the outside and felt that he was not covering

> *A Brief Dissertation on Qualities Which Presage Failure for One Dealer and Success for the Other*

enough territory, thereby losing additional business he did not have time for.

I asked him what he did to get business and he said, 'Same old stuff. Advertise in the newspapers, by personal letters, placing machines on approval and not forgetting to visit people I have sold to see their service and get new prospects.' I inquired about the last and he said a booster is the best salesman in the world and he would not know what to do if they would not give him prospects, as he usually depended on about one-fourth of his sales from former customers' tips.

Business, he declared, is not what he wanted it to be, but he is happy to know he is getting a fair show. About strikes, etc.—"Yes, business is dull if you let it get that way, but everybody is not on a strike, stores have clerks, offices hire help, business men spend money also, in fact, everyone who is earning a salary is a prospect."

I thought of the other dealer who said business is bad, strikes and bla— bla— bla—, and decided he made it that way, because the other fellow assured and convinced me that you only get what you go after.

SOME ADVERTISING CONSIDERATIONS

Pertinent Excerpts From Instructive Address by Charles W. Myers at Advertising Club

The members of the Advertising Club were favored recently by an address by Charles W. Myers, advertising manager of Morris & Co., the big Chicago packers, on the subject of practical advertising and the value of co-ordinating advertising and selling machinery. Excerpts from the address which might prove of value to talking machine dealers follow:

"Advertising is news and news is information. Its function is to connect with the people the things they need and should possess.

"'We live and learn,' observed the old adage, but, verily, some of us only live. The big idea back of advertising is proper application. How many of us actually know our own markets?

"Have you found the public slow to be convinced as to the products you are merchandising? Why? Are you sure the public needs what you have to offer, that you are taking proper steps to acquaint them of the fact? An advertisement may be good, but perhaps your product requires specialized treatment. An overdose is as ineffective as an underdose.

"It has been aptly said, acquaintance begets friendship, confidence comes from friendship and confidence begets business. Affix the link of advertising and you have the secret of successful selling. It is your responsibility to make advertising stand as the first fundamental in this line-up.

"If your business depends upon local distribution back up your long range campaign with close range methods. Either your daily newspapers and such other media as will register results. Use enough space to be specific and definite in describing your products. Simply because you and your associates may know all about your goods is no sign that the public knows it. It is well to even consider that the best [illegible] based on us when placing our advertising. It would not take long for the advertising public to forget we ever existed if we failed to advertise.

"Better times lie just ahead of us. Business [illegible] contrary. We must readjust our vision and our plans to meet new conditions. The most authorities of our nation predict a trade revival of great proportions. Our tremendous national resources and stabilized monetary conditions augur well for the future. We should be planning right now to stimulate, encourage and create the business which all of us so urgently require."

DELTA CO. MOVES NEEDLE PLANT

Lowell, Mass., December 6.—The Delta Co., manufacturer of talking machine needles, of this city, has moved its plant to Westfield, Mass., where it is quartered in the Westfield Power Co.'s building. Additional equipment will be installed and the company with these necessary facilities will be able to largely increase production.


HIS MASTER'S VOICE
REGIS PAT OFF
··VICTOR··
DISTRIBUTORS
Again, let us express the Pleasure we derive in serving You and wish You a Merry Christmas
A. BRUNO & SON inc.
351-353 FOURTH AVENUE NEW YORK

SOME SALES STIMULATORS

Besides the ordinary advertising and sending out [illegible] literature there are many ways in which the dealer can cash in on publicity which is out of the ordinary. For example, [illegible] number of dealers have found it profitable to advertise in theatre programs, thus gaining the exclusive sale by advertising in [illegible] for all sorts of entertainments and [illegible] under community supervision. One field which is greatly neglected is advertising in the menus of restaurants. Roy F. Purdrum, talking machine dealer at 32 State street, Detroit, has been advertising on the front covers of menus of local restaurants for a considerable time and he has found this a profitable [illegible]. An advertisement of this character has a tremendously good chance of being read, because, in fact, that most other types of publicity, the room reason being that the average patron wants something to be served, usually looks will the menu and reads it over thoroughly. [illegible] an opportunity for instituting a Christmas drive in coordination with the usual holiday campaign in the newspapers.

The various seasons, Spring, Summer, Fall and Winter offer the live talking machine dealer an opportunity to plug up the seasonal appeal in his advertising, making it decidedly interesting to readers and bringing about the sales which must often develop into sales. Merchants should now have plans completely formulated for the Winter advertising campaign. Winter copy should play up the contrast between cold, blustery outdoors and the long, warm, comfortable evenings indoors with the music masters as fireside companions.

The Vance Music Co., of Mason City, Ia., recently secured a fine list of live talking machine and record prospects by advertising extensively the fact that each person visiting the store would receive a gift. The visitors were requested to fill out a card with pertinent information regarding their ownership of a machine, type of music preferred, etc. This opened the way for the sales department to get busy.

In order to bring doubtful prospects to his store a certain dealer transported them to and from the establishment in his automobile. He refused the temptation of the ride with some good music at the end of it and the former reluctant prospects were not only impressed with the service rendered by this establishment, but several sales resulted. Others are at the stage where just a little more effort is necessary to secure the name to the dotted line.

A personal letter to the men of families at this time, stressing the value of a talking machine and records as Christmas gifts, would bring big returns. Man is a sentimentalist where his family is concerned and the appeal should be directed toward this side of the nature of the male of the species.

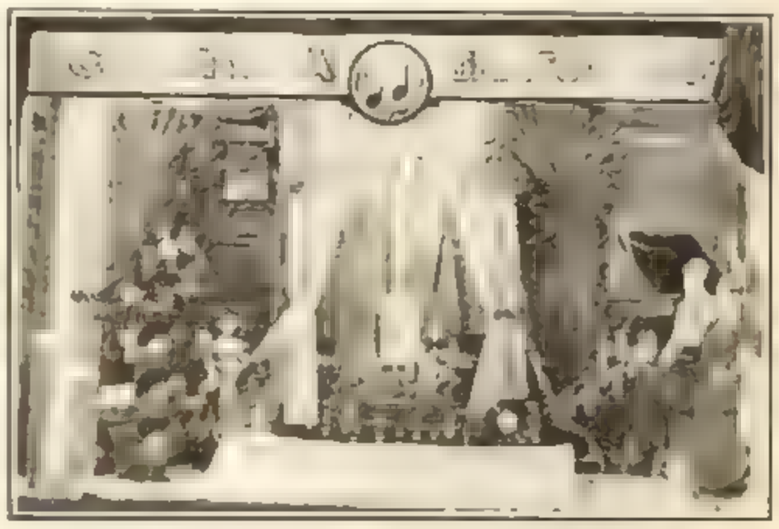
CLEVER STUNT ANNOUNCES OPENING

The Sterling Piano Co., Brunswick dealer which has just opened a new store in New Haven, Conn., used a rather unusual publicity stunt in announcing the opening. They had five men attired in bright red uniforms go from house to house and hand out invitations, ringing each door bell and waiting for some one to answer before leaving the invitation to come and see the new store and opening. This stunt brought many to the opening.

SONG SUCCESS IN PUBLICITY DRIVE

Toronto Columbia Dealers Feature "Parade of the Wooden Soldiers"—Publicity Produces Sales and Theatre Co-operates

Toronto, Can., [illegible] dealers in this city participated [illegible] contests for the [illegible] Allan Theatre for the best displays [illegible] in connection with the [illegible] hit, "Parade of the Wooden Soldiers." The Allan Theatre [illegible] the Tivoli Theatre [illegible] the theatre displayed their prizes for the best dressed window.



One of the Prize-winning Windows

with the Toronto branch of the Columbia Graphophone Co. to play the records that are recorded by some of the symphony orchestras, concerts on Monday nights and the more popular dance records with their three five price [illegible] Tuesday nights.

In connection with the contest, some 18 displays built by the Toronto dealers were [illegible] for the sale of a large number of "Wooden Soldiers" records. The selection was featured at Noon concerts at the Allan Theatre and Mr. Stewart, manager of the theatre, donated three prizes for the best dressed window.

Most Beautiful of all Phonographs

STRAND

List $250

Model 16 Renaissance Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you

RICHARD H. ARNAULT, [illegible] Madison Avenue, New York City
ARTOPHONE CORPORATION, [illegible] Olive Street, St. Louis, Mo.
ARTOPHONE CORPORATION, [illegible] Kansas City Life Bldg., Kansas City, Mo.
W. H. CARROLL, [illegible] Ont.
CONSOLIDATED TALKING MACHINE CO., [illegible] W. Washington Street, Chicago, Ill.
R. T. CHILVERS, [illegible] New York Bldg., Montreal, Que.
[illegible] DORIAN, [illegible] Queen Street, Toronto, Ont.
A. C. FRISMAN, [illegible] Tremont Street, Boston, Mass.
WALTER J. [illegible] Market Street, Philadelphia, Pa.
W. S. GRAY, [illegible] Market Street, San Francisco, Cal.
J. T. GREMSEY, [illegible] Midway Place, Los Angeles, Cal.
[illegible] D. HEATER, [illegible] Ankeny Street, Portland, Ore.
H. T. IVEY, [illegible] Dallas, Tex.
[illegible] SALES CORP., [illegible] Franklin Street, [illegible], N. Y.
R. [illegible] CARLSON, [illegible] Arcade, [illegible]
MERVIN [illegible] Arcade, [illegible]
[illegible] SLEGER & WIRES, [illegible] Maine
SEIZER BROS., [illegible] Walton Street, [illegible]
[illegible] KOLL & RICHARD, [illegible] Washington Street, [illegible]

MANUFACTURERS PHONOGRAPH COMPANY, INC.
95 Madison Avenue, New York. Geo. W. Lyle, President

"THE TRUTH ABOUT RADIO"

Under This Title the Manhattan Electrical Supply Co., Inc., Carries a Most Illuminating Campaign in the Leading Papers of the Country

[illegible]

[illegible] "The Truth About Radio," and they have appeared at the psychological moment to benefit the entire radio industry. We reproduce excerpts from one of these advertisements as compiled, arranged by [illegible] Veale advertising manager of the company, and it will be seen that the text, which follows, is [illegible]

Radio [illegible] and every other [illegible] through crowded pleasures [illegible] a home entertainer [illegible] its feet into a mad scramble to get a radio somehow—but get one.

The supply of worthwhile sets and parts made by worthwhile radio manufacturers was soon swamped in. Long cheers, working day and night, couldn't keep up with what was [illegible] a tremendous demand.

[illegible] now.

[illegible] inexperienced manufacturers [illegible]

[illegible] sets were not bad. [illegible] But, [illegible] the main, most of them had just about as no foundation to rate as a sundial has to a fine Swiss watch. The result was [illegible] under ideal conditions and then only for a time.

Radio Was Blamed

"Every squeal and squawk from an inferior radio set lessens a friend for radio. You may have formed your impression of radio from listening some one of those squeaky-squawky sets. But the poorly made receiving set, whether made of inferior parts by an inexperienced manufacturer or made of good parts assembled by a novice, [illegible] in performance as the first talking machine was different from the Victrola.

Why Radio Is Here to Stay

"It is not surprising that you have condemned radio, if you have heard only a poor receiving set. A poor set will give you only a wrong impression. What you may not know is that it is possible for you to buy a set that will meet your most exacting conditions in range of receiving as well as in grace. You are assured of absolute satisfaction when you buy today [illegible] certain. This product is made by a company [illegible] a reputation for making radio equipment.

Better Broadcasting Than Ever Before

"You know how the recent World Series was broadcasted play by play by Grantland Rice, of the Tribune. Not only his voice could be heard clearly, but at times you could hear the voice of the patient low in order to overwrought fan above the roar of the crowd. And this Saturday you can hear every play of the Yale-Princeton football game reported by radio. This is simply an indication of the many broadcasting features that you will enjoy if you have a radio set in your home.

"Plans are now being worked out to broadcast [illegible] Wireless broadcasting that will amaze even the most ardent radio enthusiast. It will be finer than ever before that the home without a radio set is a home with its doors locked against progress.

How to Buy Radio Safely

"There is only one safe rule in getting a radio set for your home. If you are technically trained—not only in the electrical theory, but in applied mechanics—buy separate parts and assemble them yourself. It is unnecessary to warn such men against selecting poorly made parts. Technically trained men always buy the best. Always select those materials made only by the most reputable manufacturers.

"If you are not technically trained, don't try to assemble a radio set. Buy a complete set.

"You wouldn't think of trying to build a phonograph or an automobile, even if you could get some parts. Yet the phonograph and automobile are far less technical and easier to produce than a satisfactory radio receiving set. And a radio set that won't work as you want it to work is money thrown to the winds."

The closing paragraphs of the advertisement tell how to buy radio receiving sets and tell of the various types on the market, describing them in an interesting way. It is strongly emphasized that "it pays to buy only those sets made by reliable manufacturers."

This advertising merits the highest praise because of its constructive character. Moreover, its quality enables every reader to understand the points emphasized, in this way the entire radio industry is benefited—hence it is educational and valuable.

NOVEL GUESSING CONTEST

Wayne T. Fidler of Valparaiso, Ind., has just completed a guessing contest, which assures him several hundred good prospects. He used the Type B Freeswick motor and permitted the public to guess the length of time the motor will run.

THE IMPORTANCE OF ADVERTISING

The Experience of Emma Calve and Elena Sanz Points a Moral Which Is Well Worthy of Consideration by the Person Sceptical as to the Value of the Publicity Field

One time in Paris Emma Calve and Elena Sanz thought they would try their luck as street singers.

It would be a wonderful experience, they thought, for two opera singers to go out unannounced and astonish the music-loving natives.

After repeated rebuffs they were permitted to enter a court, where they began to sing.

Although they gave the best they had and sang songs that their friends admired, a tumultuous voice exclaimed, "How long is this howling going to continue?"

As a result of the complaints they were driven out of the courtyard.

That night at the Spanish Embassy they sang the same songs and were overwhelmed with compliments.

Later in the evening they told of their experiences and one of the men present who had been loud in his praise became the butt of some of his companions because he had confessed at 1 earlier in the evening that he had chased two singers out of a certain courtyard that afternoon.

The two singers, of course, were Calve and Sanz.

This story illustrates what most of us ought to know by this time, and that is the importance of advertising even to products that are meritorious.

There was no question at all of the ability of Calve and Sanz to sing grand opera. In the music world they were known as high-priced artists. When properly advertised and introduced the public was quite willing to pay vast sums to hear them sing.

When, however, these two singers, unannounced and dressed like wanderers, went out into the streets to give their songs away, they received insults for their pains.

The products of many manufacturers are failing to find their way onto store shelves because the makers haven't introduced them to the public by advertising.

Other products that have been on the shelves but which now are unadvertised are being crowded out by advertised products.

The law is: The fit survive and the unfit decline according to their adaptability or maladaptability to environment.

Unadvertised products have a very slim chance in the competitive world, says The Treasure Chest.

COLUMBIA ADVERTISING PRODUCES

The large, full-page newspaper campaign sponsored by the Columbia Graphophone Co. in behalf of Columbia New Process records has been instrumental in stimulating record sales all over the country. The Galperin Music Co., of Charleston, W. Va., Columbia dealer, reports the receipt of thirty mail orders for New Process records as a result of the advertising over a period of only two days. Similar reports have been received from Columbia branches all over the country. The A. F. Jones Music Co., of Akron, O., stated that its record business was double, attributing this increase to the full pages appearing on New Process records.

DONATED BRUNSWICK TO RED CROSS

Troy, Pa., December 4.—The firm of Black, Jones & Macnall, this city, donated to the Red Cross a Brunswick Model No. 210. This machine was used to aid the Red Cross drive here. Everyone who joined the Red Cross received a numbered membership card. The holder of the lucky card was presented with the phonograph at the end of the drive.

LANDAU'S IS A SERVICE CENTER

Store Becomes Box Office for Sale of Theatre Tickets and Post Office Sub-station

WILKES-BARRE, PA., December 8.—Landau Music & Jewelry Store, Victor dealer, 14 South Main street, this city, has built up a fine business through the ultra quality of its service. The concern has become the central box office for the Grand Opera House, in the heart of the business district. Landau's is also usually designated for advance sales of tickets for concerts in Irem Temple. The store is also a post office sub-station. Thus, shoppers are brought to the store who would otherwise go elsewhere for these services.

GLASS BLOCK STORE REMODELS

The Glass Block Store of Duluth, Minn., has remodeled its phonograph department, putting in four new booths, with Mr. Howe as salesman in charge of the Brunswick department of the business.

REMODELING TWO STORES

Newman Bros., Seneca Dealers in Jersey City and Newark, Making Extensive Alterations

[illegible] the Newman Bros., Seneca dealers in Jersey City and Newark, are making extensive alterations in their stores. [illegible] they intended to have [illegible] a special window [illegible] Newman Bros. [illegible] model with a work [illegible] display. [illegible] booth in the [illegible] very.

In addition to this, the [illegible] their store on Newark avenue. [illegible] This will also be [illegible] Newman was very enthusiastic over the [illegible] to be derived from having a [illegible] which he now says is "in keeping with the merchandise I sell, namely the Seneca."

CAROLA CO.'S RAPID PROGRESS

Four Hundred Dealers Now Handling Carola Line—Practical Publicity Helping Dealers' Sales—Orders Keep Plant Busy

CHICAGO, Ill., December 5.—The Carola Co., of this city, manufacturer of the new Carola phonograph, has been meeting with marked success in the introduction of this instrument to the trade, and remembering the fact that practical co-operation with the dealer is always worth while, the company has been producing a series of sales helps which promised to attract attention and bring direct results. One of these helps consists of an attractive cardboard easel display which may be placed in the window, on top of a show case or in demonstration booths. This easel displays a beautiful photograph come to life, showing the Carola in its natural colors and in connection of human interest.

N. J. Schwarz, head of the Carola Co., states that during the past few months more than 400 dealers have signed up to handle the Carola phonograph and since the company started the past few weeks has been on a production rather than selling effort. A strong and publicity campaign behind the Carola has been perfected and developed [illegible] and practical lines, with the result that the Carola Co. will start 1923 with an excellent dealer representation and the highest [illegible].

RECORD SALES OF MUTUAL PRODUCTS

[illegible]

EFFECTIVE DIRECT MAIL CAMPAIGN

Series of Blotters and Letters With Human Interest Touch New Brunswick Dealer Help

A complete direct mail campaign plan which has been successfully used by a Brunswick dealer was recently developed and duly carried in a circular issued by the Brunswick Sales Promotion Dept. The introduction is written in a manner that is easy to understand and makes an appeal which is that it pays to "read, mark and learn" in other words to convince the prospect [illegible] impelling him to close a sale.

The campaign is composed of a series of blotters and form letters, which are sent alternately at reasonable intervals. Both the blotters and letters are full of humor and human interest [illegible] with excellent results. [illegible] Brunswick [illegible] the [illegible] with which [illegible] Brunswick dealers, who [illegible] to put on the sales [illegible].

NEW TYPE OF PHONOGRAPH

BRUNSWICK, N. J., December 5.—Charles Smith president of the Brunswick Machine Co., of this city, who is well known in engineering circles, has invented a new talking machine known as the Vitacoro. The instrument [illegible] takes five records, [illegible] one of the [illegible] features of the [illegible] A keyboard is which [illegible] the [illegible] selections is connected to the instrument by a small cable [illegible] to reach the desired [illegible] Pressure on any two of these buttons will cause the instrument to play the chosen [illegible] The entire [illegible] electrically by any stand and lighting current.

The Brunswick Store has opened in Longport, N. J., with a complete [illegible] Brunswick [illegible] the most [illegible] patrons.

LEHENDOFF NEW VOCALION ARTIST

Noted Singer of Russian and Jewish Folk Songs to Record for Vocalion Exclusively

The latest addition to the art of making Vocalion records exclusively is Aaron Lehendoff, noted singer of Russian and Jewish folk songs and hailed as the "Al Jolson" of the Jewish stage. Mr. Lehendoff who was in Moscow during and after the war, had some exciting experiences before coming to this country two years ago and has met with great success since arriving in the United States. His first Vocalion record will be announced later.

SERIES OF OPERA RECITALS

Works of the Season Reviewed and Analyzed by Amy Grant at the Town Hall, New York

Local talking machine dealers and members of their sales staffs who are desirous of brushing up on the details of the grand opera situation during the current season will be interested in the series of opera recitals to be given at the Town Hall, New York, by Amy Grant, during which the works of the season will be reviewed and the text and music analyzed. The first recital took place on November 21, and other recitals will occur on Thursday afternoons up to and including April 19.

SYMPHONY RECORDS POPULAR

The sales department of the Columbia Graphophone Co. received recently an interesting photograph from Jorge Meverick, Columbia dealer, of Punta Arenas, Chile. The town of Punta Arenas is located a thousand miles off the southern tip of Africa and it is understood that it rains almost twelve months of the year in this place. At the same time, however, the natives seem to have quite a fondness for Columbia symphony series records and, moreover, the enterprising dealer has sold a considerable number of Grafonolas to the music lovers in his section.

A VISITOR FROM BERMUDA

One of the recent visitors at the offices of Collings & Co., Victor distributors, Newark, N. J., was Walter H. Wadson, of the firm of Thomas J. Wadson & Co., Hamilton, Bermuda, well-known Victor dealers of that city. Mr. Wadson had quite a visit with H. A. Lamor, manager of the sales department, whom he had previously met during Mr. Lamor's vacation in Bermuda, and whom he accompanied on his first trip, this year, to the United States, in August.

The League Phonograph Co., formerly located on South Main street, Greenville, S. C., owing to increasing business, has moved to a larger store at 305 North Main street.

Churches Offer Fine Field for the Sale of Talking Machines and Records :: By Frank D. Parsons

Dealers Can Cash in on Desire of Churches for Music by Offering Suggestions on Plans to Raise Funds

ADDS COMPLETE COLUMBIA LINE

Kankakee, Ill., December 2.—The exclusive agency for the Columbia line of Grafonolas and records has been secured by H. A. Rush, proprietor of the Kankakee Music Shop, this city. Mr. Rush has started an intensive advertising and sales drive in the interest of the Columbia line of products.

REMODELING BRIDGETON STORE

Bridgeton, N. J., December 3.—Extensive alterations are being made to the store of Riggins Haskell, Hunt, Inc., to take care of rapidly expanding business. The concern handles a large stock of Victor, Sonora and Cheney machines as well as pianos and a complete line of musical instruments.

Feature these Beautiful Models of

The CHENEY

for Fall and Holiday Trade

Retail price, $200

Retail price $300

Two-Tone Cabinets Are Universally Popular

The models shown on this page—to the minutest detail—exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which *is* The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade.

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptionally good sellers.

At the prices now established for The Cheney the values you can offer are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its superiority of tone—*which cannot be duplicated*—at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

SOUTH AMERICAN TRADE GAINS

Remarkable Increase Since July Last—Demand Centers on Manufactures

Exports to South America show a remarkable increase with the new fiscal year beginning in July. This is the more remarkable because the fiscal year ending with June showed a reduction of 60 per cent. Every month since the opening of the new fiscal year, according to the National City Bank, has shown a substantial increase in the value of exports despite the fact that most of the commodities leaving the country is going at lower than 1921 prices.

The value of exports to South America during July, August and September was 36 per cent greater than in the corresponding period a year ago, while exports to other parts decreased.

This increase in our South American trade, the bank points out, is especially interesting in view of the fact that manufactures form the bulk of the materials bought from us.

LARGER STUDIOS FOR ROBICHEK

Decorator of Talking Machines Now Operating in Two Studios—Many Orders Will Keep Firm Busy During the Winter Season

Rudolph Robichek, well known in talking machine circles of metropolitan New York for his work in creating art designs in lacquer work and other exterior decorations on talking machines, has found it necessary, through the increased business, to secure larger quarters. Mr. Robichek, who formerly had a studio at 126 Fifth avenue, has taken a larger one at 156 Fifth avenue and also one at the corner of Twenty-eighth street and Lexington avenue. Headquarters for the company's activities will be at the Lexington avenue address, where most of the work will be done. The studio at 156 Fifth avenue will be used as a workshop, where it is planned to do most of the small pieces, leaving the Lexington avenue studio, which is much larger, for the execution of lacquer work on the larger size talking machines.

Mr. Robichek is keenly enthusiastic at the reception given him by the trade generally. In addition to the work secured from talking machine dealers he has been able to secure several large contracts from manufacturers of talking machines which will keep him extremely busy during the entire Winter.

MICA INDUSTRY OF GUATEMALA

Guatemala, although at present a small producer of mica, may become, as a result of development work now in progress, an important exporter of this mineral, according to a report from Consul Frost. As the United States requires four times the mica it produces, Guatemala should readily find in the United States a market for all that it can export in the future. Today four mines are open and operating, all under American control. A fifth mine will be opened within a month or two and two more mines are expected to be operating before the end of the year. Present production is at the rate of 600 to 1,000 pounds per month, being about 40 per cent cut mica and 60 per cent rough trimmed, all of which is being shipped to the United States.

GERMER HOLDS MUSIC EXPOSITION

BEARDSTOWN, ILL., December 1.—A. C. Germer, one of the most aggressive music merchants in this city, staged the sixth annual festival for the advancement of music in his store. The event lasted one entire week and, as usual, considerable interest was manifested in the fine display of Columbia Grafonolas, pianos and other musical instruments by the public. The event received wide publicity in the local newspapers and as a result there was an excellent attendance during the entire week.

T. P. RATCLIFF ENTERS NEW FIELD

Well known Recording Expert Resigns From Aeolian Co. to Join Bond House

Thomas P. Ratcliff for some months past in charge of the standard, classical and operatic recordings at the Vocalion record studios and who has long been a prominent factor in the recording division of the talking machine trade resigned on December first to assume an important executive position with a bond house. His successor at the Vocalion Studios has not yet been announced.

HARMAN'S "TALKER" BUSINESS SOLD

LIMA, O., December 2.—Arrangements have been concluded by Rowland Bros., owners of a chain of household furnishing stores, to take over the business known as Harman's Talker. The entire stock of Victrolas and records handled by Harman's has been sold to Sol Goldsmith, prominent music dealer of Columbus. The

FINDS VOCATION HAD ACTED

[illegible]

To the Sonora Dealer 1923 Means Prosperity

Pembroke
(Hepplewhite)

Baby Grand

The critical year in the phonograph trade has about passed. Sonora, while the phonograph world was in a chaotic condition, went serenely on with its policy of making better and better phonographs. All through the troubled period Sonoras have sold in good volume and Sonora dealers have weathered the squall, emerging triumphantly during the current season.

The time for self-examination is at hand. 1923 will be a year in which *quality comes first*. Hundreds of dealers, among them some of the largest stores, recognizing the return of quality demand, have added Sonora. More will do so in 1923. Are you going to be one of that far-sighted number and cash in on the rising tide of Sonora sales? Write for particulars of our dealer plan.

Sonora Phonograph Company, Inc.

George E. Brightson, President

NEW YORK: 279 BROADWAY

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Get in touch with the Sonora Distributor named below, who has charge of your territory, and learn particulars of the liberal Sonora proposition.

[illegible]

with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

Gibson-Snow Co.,
Syracuse, N. Y.

[illegible]

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

[illegible]

Hessig-Ellis Drug Co.,
Memphis, Tenn.

[illegible]

Kiefer-Stewart Co.,
Indianapolis, Ind.

[illegible]

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

[illegible]

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

[illegible]

C. L. Marshall Co., Inc.,
514 Griswold St., Detroit, Mich.

[illegible]

The Magnavox Co.,
616 Mission St., San Francisco, Cal.

[illegible]

Southern Drug Company,
Houston, Texas.

[illegible]

Southern Sonora Company,
310-314 Marietta St., Atlanta, Ga.

[illegible]

The Fox-Vliet Drug Company,
Wichita, Kans.

[illegible]

Doerr-Andrews-Doerr,
Minneapolis, Minn.

[illegible]

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.

[illegible]

Moore-Bird & Co.,
1751 California St., Denver, Colo.

[illegible]

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

[illegible]

Sonora Phonograph Co. of Illinois,
720 S. Michigan Ave., Chicago, Ill.

[illegible]

Yahr & Lange Drug Co.,
Milwaukee, Wis.

[illegible]

Sonora Co., of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

[illegible]

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

[illegible]

Long Island Phonograph Co.,
150 Montague St., Brooklyn, N. Y.

[illegible]

Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie.

Greater City Phonograph Co., Inc.,
311 Sixth Avenue, New York

POSTAL SERVICE FOR CONVENTIONS

Post Office Department Orders Special Attention Given to Mail Addressed to Those Attending Trade Meetings in Strange Cities

Washington, D. C., December 6.—The use of [illegible] lists by business concerns is responsible for a large part of the delay and non-delivery that occurs in the mail of conventions, lectures and trips, according to an announcement just made by the Post Office Department.

This condition is regrettable, detrimental both to the post office and to the business concerns affected, as it creates delay to the current expense of handling the mail and results in a serious economic waste [illegible] the loss to business men of [illegible], catalogs, etc., when delivery is not effected.

The Department asks that business men and commercial associations make every effort to obtain accurate mailing lists in the first place, including house numbers and street addresses, and then see to it that such lists are kept up to date. It is pointed out that the expense of clerical and stenographic assistance and postage for so many [illegible] lists [illegible] the cost of maintaining and operating motor vehicles [illegible] of mail and [illegible].

It is not competition which is the source of success, but cooperation.

A MOST ARTISTIC POSTER

Features President Harding's Record of Two Patriotic Addresses Issued by the Victor Co. for the Benefit of the Red Cross

The Victor Co. has issued a remarkably artistic poster in connection with the records made by President Harding at the White House May 24 and which as related in The World last month, have been made and are marketed without profit to the Victor Co., the proceeds as well as the President's royalties going to the Red Cross.

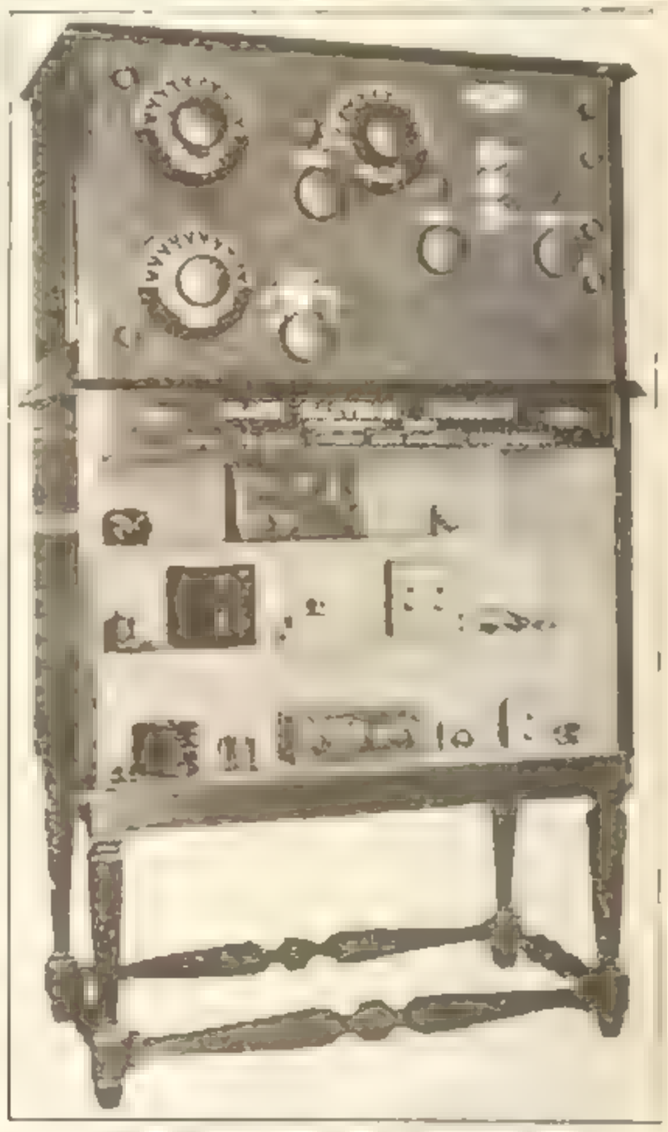
This poster, which is a superb example of the poster art, features the address made by the President at Hoboken on May 23, 1921, on the return for burial of 5,215 American soldiers, sailors, marines and nurses, as well as the address made by the President at Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. These historic utterances of the President have been perpetuated for all time on double-face Victor record No. 35718. This poster has deservedly [illegible] great deal of praise for its beauty and [illegible].

The Hecht Co. Music Store, 618 F street, Washington, D. C., is broadcasting a series of Edison radio concerts. These concerts are proving very successful in attracting attention to the Edison line of phonographs.

INTERESTING EXHIBITION FEATURE

Giant Model of the Clapp-Eastham R. Z. Radak Set Will Be Used at New York Radio Show

Cambridge, Mass., December 8.—The Clapp-Eastham Co., of this city, manufacturer of Radio radio receiving apparatus, has evolved



Clapp-Eastham R. Z. Radak Set

a very interesting feature for exhibit at the various radio shows. It consists of a giant model of the Clapp-Eastham R. Z. Radak set. Its unique feature is found in a hinged back which lets down [illegible] for the use of the exhibitor. Concealed lights and a gray broadcloth lining contribute much to its attractiveness. It has been shown at the Chicago and Boston shows and will also appear at the forthcoming New York Radio Show.

ROCKFORD FIRM IN NEW HOME

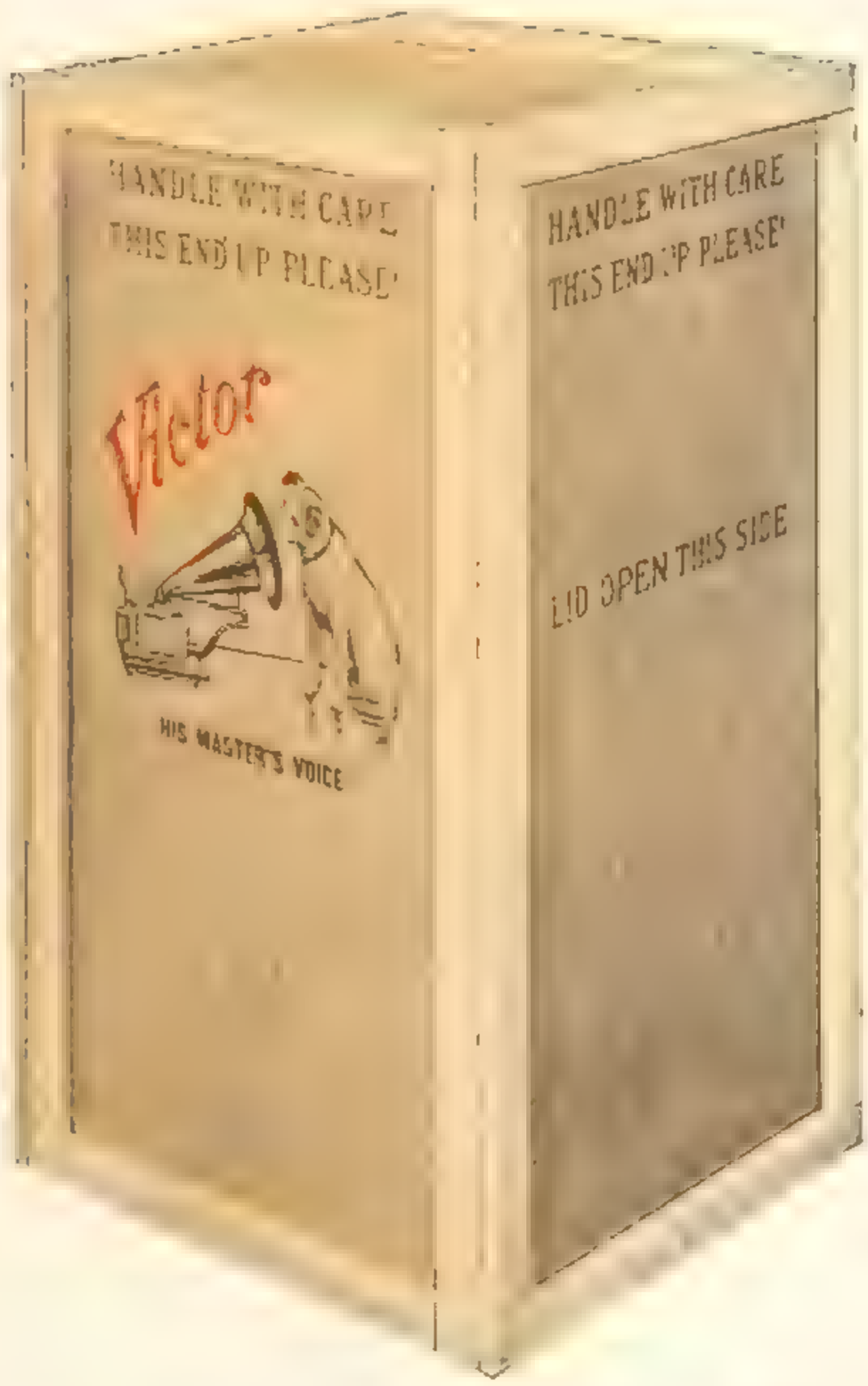
Rockford, Ill., November 29.—The American Beauty Music House, located since August, 1921, at 1012 Charles street, reopened its doors at a new location, 403 Seventh street, last week.

With three salesmen in addition to Manager Gust E. Swanson, the store will continue to demonstrate the American Beauty phonograph, an all Rockford product manufactured by the Pierson Co., 204 North Water street, as well as accessories to the machine, records, pianos and other products in the musical line.

Brunswick records are being broadcasted by the Atlanta Journal, of Atlanta, Ga.

ATLAS PACKING CASES

Atlas Packing Cases, made from Atlas Plywood Box Shook, are the acknowledged standard of the Talking Machine Industry.



This is an exact reproduction of an "Atlas" Packing Case manufactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

The use of "Atlas" Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

"Atlas" Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our six mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

Shipments in Carload Lots Only

ATLAS PLYWOOD CORPORATION

10 HIGH STREET **BOSTON, MASS.**

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES

MISSION MUSIC HOUSE OPENS

Artistic New Quarters at Long Beach, Cal. Formally Opened

Long Beach, Cal., December 4.—Several hundred music lovers visited the Mission Music House, 512 Pine avenue, on the official opening day and expressed good wishes to the proprietors, Bedford Finney and H. H. Hockman in their venture. Both men are known locally for their activities in the music world. Flowers were banked about the spacious store, token of esteem from friends and business contemporaries.

One of the features of the decorations proved to be the lightning effect near the miniature building of mission design to be used as individual booths for trials of phonograph records. Old paintings in harmony with the decorative scheme hung on the walls.

Miss Inaria Benoist, soprano, entertained with a pleasing program at the opening. Members of church choirs assembled as a body.

CLASSICS AND OPERAS BROADCASTED

Radio Fans Listen to Finest Music—Metropolitan Artists Participate in Broadcasting of Verdi's "Aida"—Other Concerts

During the past month the trend in radio broadcasting concerts has been toward the classics and operas. One of the outstanding concerts of the month was broadcasted by the American Telephone & Telegraph Co. from the Kingsbridge Armory in New York. Verdi's "Aida," announced by the broadcasters as Metropolitan grand opera in oratorio form, was heard by over a half-million people, it has been estimated. Assisting in the program were some of the foremost Metropolitan artists and the Metropolitan orchestra and chorus. This concert was heard within a radius of 1,000 miles and more than 60,000 receivers within this area were notified of the event and were instructed as to the proper meter wave length for receiving from station WEAF of the American Telephone & Telegraph Co.

Another important concert broadcasted from station WEAF recently was Beethoven's "Seventh Symphony," Strauss' "Don Juan" and other numbers, played by the New York Philharmonic Orchestra directed by Josef Stransky.

This was the first occasion on which a full philharmonic program by the New York orchestra had been broadcasted. Microphones had been placed in various sections of the great hall of the College of the City of New York and these were connected with special telephone wires connecting the auditorium with the radio transmitting apparatus. In this way all extraneous noises and induction from power lines was eliminated.

Several of a series of Sunday afternoon concerts, consisting of gems from the lighter operas, have already been broadcasted from the WJZ station in Newark. There will be thirteen of these concerts in all.

STRAWN-TUCKER ADDS VICTOR LINE

Little Rock, Ark., December 6.—The Strawn-Tucker Furniture Co., of this city, recently secured the agency for the Victor line of talking machines and records. The initial shipment has already been received and the firm is planning an aggressive campaign in the interests of the line. Miss Louise Cornil, formerly with the O. K. Houck Co., of Memphis, Tenn., and later with the Gus Blass Co., of this city, is manager of the new department.

NEW EDISON DISTRIBUTION CENTER

Thomas A. Edison, Inc., has leased a one-story brick building, 100x100, at Freeman avenue and Hamilton street, Long Island City, N. Y., for the purpose of establishing a storage and distributing station for Edison phonographs in the metropolitan district.

E. A. SCHWEIGER OPENS NEW HOME

New Quarters of Old Brooklyn Concern Formally Opened—Rank With Finest in City

E. A. Schweiger, Inc., opened its new and larger store at 1525-27 Broadway, near Hancock street, recently. The building is four by eighty feet and has twenty-six sound-proof booths for record demonstrations. A complete stock of Victrolas and records has been installed.

The business was established in 1904 and has enjoyed a steady growth. Last year patronage of the store increased to such an extent that plans were made to convert 1527 into part of the store and the spacious new home was ready to serve the Schweiger clientele.

The top floor is used for offices and storage, the second floor is the Victrola salesroom and the ground floor is devoted to records and booths.

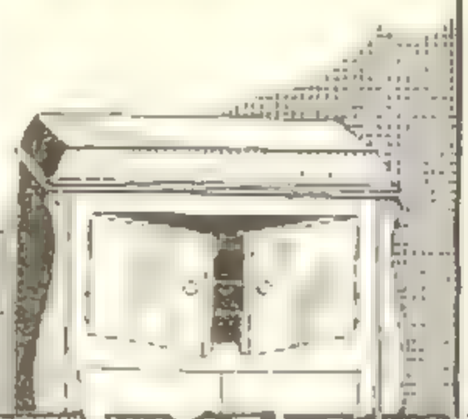
The store was decorated with flowers and flags at the opening. Pocket mirrors were given to women, match boxes to men and Victrola puzzles to children as souvenirs.

The officers of the firm are: E. A. Schweiger, president; Joseph Neustadt, vice-president; Harry Schweiger, treasurer; Richard and Edward Schweiger, secretaries.

THE DAWN OF A NEW ERA
IN THE VICTOR RECORD BUSINESS
THE TALKING MACHINE THEATRE IN THE HOME
1923

A PROGRAM
for
Every Week of
the Year

At the Vaudeville
Concert
Opera
New Year's
St Patrick's Day
Easter
Decoration Day
Mother's Day
Fourth of July
Hallowe'en
Thanksgiving
Xmas
and many others



The Modern Way of Playing Your Victrola

An Evening at the Concert with World-Renowned Artists

No. 1
Victor Record, No. 18927—The Victor Concert Orchestra will play "Semiramide Overture" Parts 1 and 2

No. 2
Victor Record, No. 74442—Mina Gihuck, Soprano—assisted by the Male Chorus—will sing "Old Black Joe"

No. 3
Victor Record, No. 74533—Paderewski—Pianoforte Minuet in G (Op. 14, No. 1)

No. 4
Victor Record, No. 66012—John McCormack, Tenor—will sing "Kiss of My Heart"

No. 5
Victor Record, No. 64644—Violin Selection by Mischa Elman—"Souvenir"

No. 6
Victor Record, No. 64914—"Star Song"—Sung by Reinald Werrenrath

No. 7
Victor Record, No. 64874—"Drink to Me Only With Thine Eyes," by the Gonzaley String Quartet

No. 8
Victor Record, No. 88199—Louise Homer, Contralto, will sing "Samson et Dalila," "My Heart at Thy Sweet Voice"

No. 9
Victor Record, No. 74082—Violin 'Cello—Solo—by Hans Kindler, "Song Without Words"

No. 10
Victor Record, No. 66001—Rigoletto Quartet—Act 3—"Fairest Daughter"—Caruso, Sembrich, Scotti, Severina

We are completing a big Victor year, the best in our history, during which Knickerbocker service has helped many Victor retailers to make it the best in their history

For 1923 we pledge the same whole-hearted co-operation and the continuance of the many practical selling suggestions which have been such an important factor in the value of Knickerbocker service

Victor Dealers:

What is more similar to the Victrola than the Theatre? A weekly Victor Record program for the home will help you sell more Victor records. Send for full details.

A Merry Christmas and A Happy New Year To All

Abram Lazega
President

KNICKERBOCKER TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street NEW YORK CITY

SALT LAKE CITY TRADE PICKING UP

Business Outlook Growing Steadily Better—George S. Glen Honored—L. E. Larsen With Glen Bros.-Roberts Piano Co.—Other News

Salt Lake City, Utah, December 4.—The talking machine business is better than it was and it looks as if both machines and records will move at a satisfactory pace between now and Christmas. The public seems desirous of getting the latest in talking machines, as it does in most other things, and a new model is bound to attract interest. Some of the new things introduced on the local market recently are likely to be in greater demand than the manufacturers can satisfy, according to leading men in the trade. The industrial situation is still satisfactory and the outlook for bigger things grows better each month. All in all, merchants in any line here have no reason to bother about what the future holds in store, but may put their best efforts into their connections with confidence.

A signal honor to the well-known general musical instrument house of Salt Lake City and Ogden, known, however, by the restricted title of the Glen Bros.-Roberts Piano Co., has been paid by the members of the new Intermountain Development League, an organization formed to develop the great resources of the New West, during the past few weeks by the election of George S. Glen, manager of the Ogden store and president of the company, to be the first president of the League. It is really an honor to the whole music trade fraternity of the section. Mr. Glen was recently the subject of a lengthy article in the Ogden Standard-Examiner and also appeared in the Deseret News' "Who's Who in Utah."

Wayne Alston, manager of the talking machine department of the Daynes-Beebe Music Co., is mourning the loss of his little daughter who died rather suddenly last week.

The Glen Bros.-Roberts Piano Co. has appointed L. E. Larsen, an experienced phonograph man of Spokane, Wash., to assist Manager Berry, of the talking machine department. Mr. Larsen will spend the greater part of his time on the outside. This is the first time the firm has had anyone represent them in this department in an official capacity on the outside.

The Ogden Commercial Club and Chamber of Commerce announced a new program recently that should be of invaluable service to merchants. First it was announced that hereafter business men would not accept or consider any advertising proposition that had not previously been approved by the Chamber's secretary. It is claimed that thousands of dollars have been spent by merchants on advertising schemes that have been next to worthless to them. The other "stunt" is the inauguration of a Pay up Week in which everybody is urged to pay at least part of what he owes his neighbor.

M. P. Perry, of Quincy, Ill., a relative of R. F. Perry, of the phonograph sales department of the Brunswick-Balke-Collender Co., has been appointed manager of the talking machine department of the Keith O'Brien Department Store Co. He succeeds Manager Moore, who has gone to Los Angeles to take a position with a well-known concern in the sewing machine business.

The Daynes-Beebe Music Co. has presented the Children's Convalescent Home with a talking machine. It is said the little patients think a great deal of it and that "it is the first thing they ask for in the morning and the last thing at night." Doctors and nurses are watching them closely to see what effect the music has on their progress toward recovery, believing it will be highly beneficial.

James L. Hamilton, Brunswick dealer at Greencastle, Ind., is making good use of the radio to tie up with the sale of Brunswick records. He broadcasts the Brunswick record releases on the radio.

OTTO GOLDSMITH CONGRATULATED

On Formal Opening of New Headquarters in New York—Many Attend Reception—Interesting Musical Program Well Received

The Cabinet & Accessories Co., Inc., well known distributor of talking machine accessories, held a formal opening of its new headquarters, 3 West Sixteenth street, on Tuesday afternoon, November 28. A representative gathering of metropolitan retailers was present as well as representatives of various jobbing and supply houses. Otto Goldsmith, president of the company, was also in receipt of numerous telegrams and telephone messages of congratulation from those who were unable to be present. Mr. Goldsmith, Miriam Goldsmith and their staff of co-workers proved excellent hosts and nothing was omitted to provide for the entertainment and comfort of the guests.

In the large auditorium within the building an excellent program of music was rendered. Representatives from Irving Berlin, Inc., were present and presented several of the popular hits produced by [illegible] leading house. Frank [illegible] & Rose, Inc., and [illegible] Wilson, Berlin & Snyder presented [illegible] published by their respective houses which received hearty applause. Mr. [illegible] of Irving Berlin, Inc., made [illegible] before the audience on the [illegible] were immediately [illegible] good results. Among other numbers on the program which proved very popular [illegible] Carthy Sisters from Irving Berlin, [illegible] Keyne. During the course of the program refreshments were served and each lady received an appropriate souvenir. The affair was a decided success and will be long remembered by the metropolitan trade.

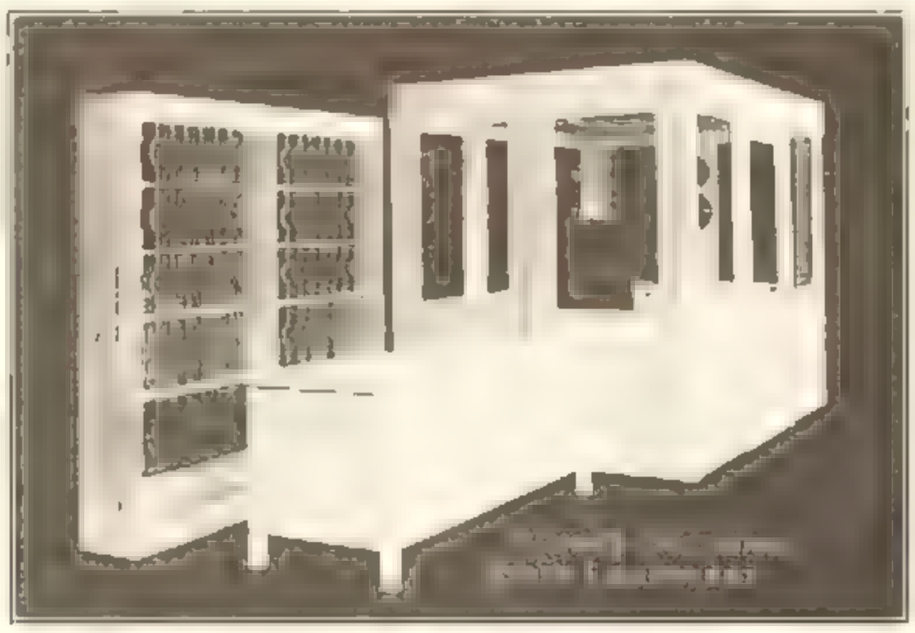
The Consolidated Music Co., of Salt Lake City, has purchased a building at 219 South Main street, [illegible] expects to occupy it in the near future.

Ogden's Sectional Phonograph Store Equipment

—STANDARDIZED—

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

Construction and Finish the Best—At Factory Prices.



The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5). For Corner of Store, $315.00. Against Side Wall, $365.00. Without Wall Contact, $415.00. (Complete as illustrated.)

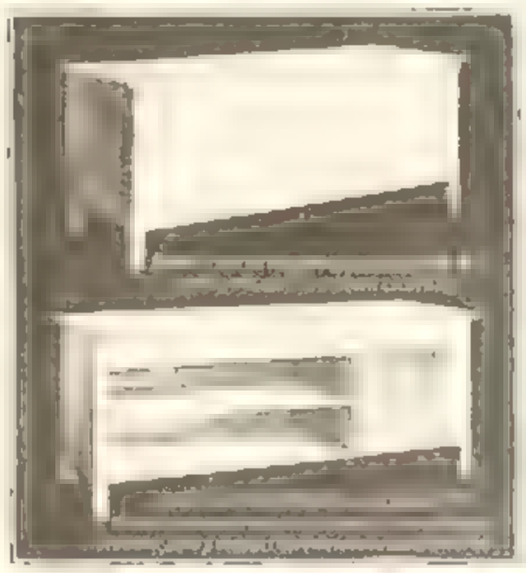
ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.

Room units made to fit sound tight

Price of Ogden's Sectional Units

Record rack, No. 1-S, each	$40.00
Paneled ends, each	5.00
Record sales counter, No. 1-S, each	80.00
Record sales counter, No. 2, each	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray

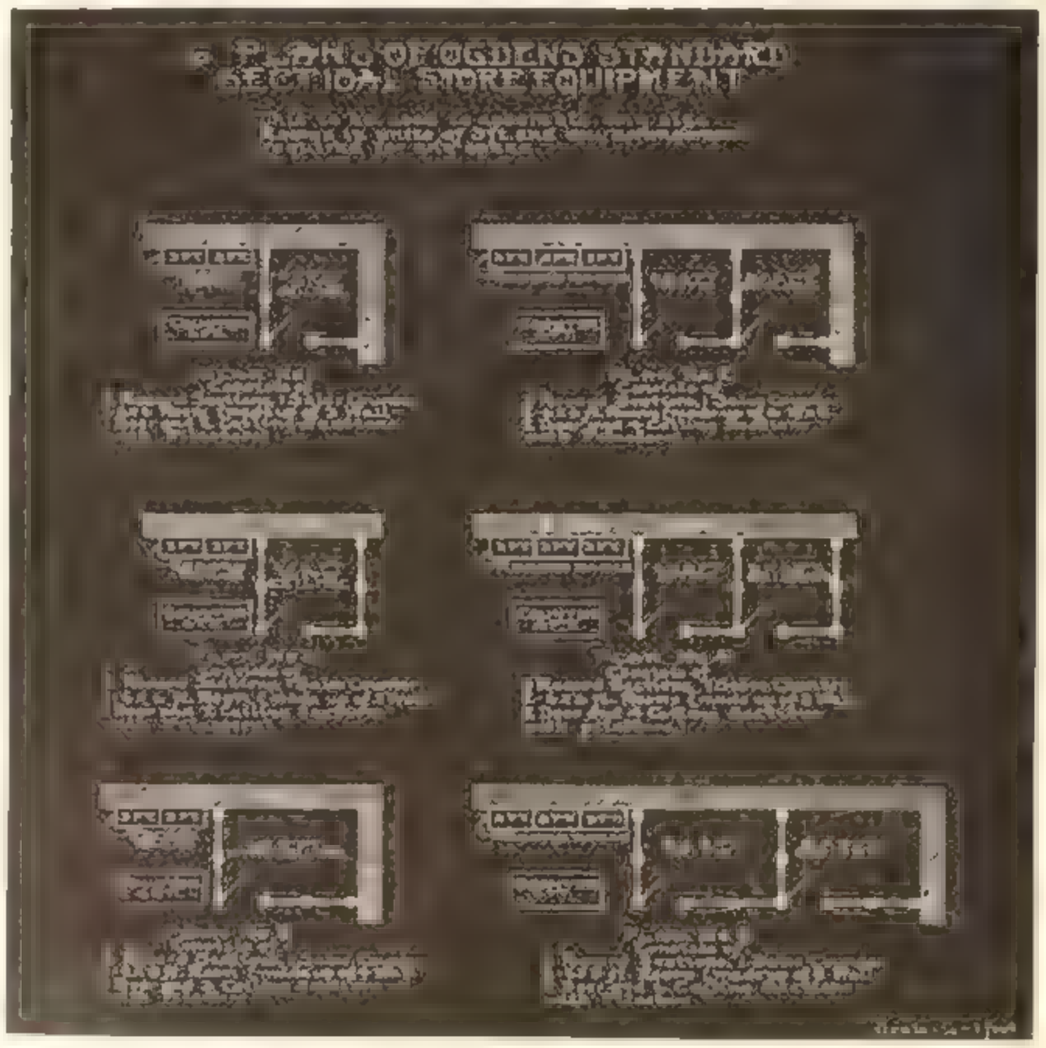


FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement

Materials are rapidly advancing. Make your reservations NOW to protect you against price advances during 1923. By outlining your plans for the future now will give you price protection.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth	$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths	125.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths	160.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths	175.00



Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

NOW IS THE TIME TO IMPROVE YOUR SERVICE

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

THREE NEW SHERBURNE PRODUCTS

Invisible Hinge, Lid Support and Drop Hinge Added to Line—Sherburne Automatic Stop Meeting With Success Throughout Trade

[illegible]

SONORA MARQUETTE FOR CHURCH

Morgan & Sons, [illegible] Jersey City, N. J., sold a Sonora Marquette recently to one of the local churches to be used as a prize at the church festival for the holder of the ticket bearing the lucky number.

KEEPING TAB ON SCHOOL MUSIC

By FRANK H. WILLIAMS

[illegible]

"WE WANT PHONOGRAPHS IN THE SCHOOL WHERE CHILDREN ATTEND

[illegible]

"WE WANT A PARKING [illegible] IN YOUR OWN HOME!

[illegible]

[illegible] Yours very truly,

[illegible]

[illegible]

WILL CONSTRUCT LARGE FACTORY

Newport News, Va., December 6.—The Newport News Home Furnishing Corp. recently secured a permit for the construction of a large factory to cost approximately $[illegible]. The new building will be used for manufacturing purposes, doubtless the company of talking machine cabinets and other products made by the company.

FILES ARTICLES OF INCORPORATION

Parker's Book & Music Store, Ft. Myers, Fla., has filed articles of incorporation with the Secretary of State. The concern has a capital stock of $[illegible] and will deal in talking machines, musical instruments, books, etc. Officers and directors are J. B. Parker, president and general manager; Santa Armeda, Jr., vice-president; Bessie R. Parker, secretary and treasurer.

The Taylor Music Co., of Duluth, Minn., has just completed putting in a new front in its store.

DEALERS TYING UP WITH ARTISTS

Record Promotion Efforts of Brunswick Dealers Center on Featuring Artists

[illegible]

EDISON VOTED GREATEST MAN

[illegible] Thomas A. Edison has been voted the greatest man in history in a poll conducted among members of the Methodist Episcopal Church. Announcement of the vote was made by the Epworth Herald, official church organ. Theodore Roosevelt was [illegible] Washington, Lincoln, Hoover, Grant, Franklin, Lincoln, Washington and Wilson [illegible] in the order named.

J. M. MARQUIS RE-ENTERS TRADE

J. M. Marquis, Jr., [illegible] prominent [illegible] in the Pacific Coast [illegible] has returned to Stockton, Calif., to take charge of the Brunswick phonograph department of J. M. Marquis & Co.

MAGNAVOX RADIO
and the
Music and Phonograph Store of tomorrow

THE daily Broadcast Concerts give Radio a musical importance which no Dealer can afford to overlook.

When equipped with Magnavox Radio, the Reproducer Supreme, a wireless receiving set becomes a musical instrument of practically unlimited scope and one which commands an intense, ever-renewed interest.

The Dealer who realizes this swift business development and prepares to grow along with it is building the Music Store of tomorrow in his community.

But a successful Radio Department is no child's play—if it were, success could not offer a financial reward commensurate with the Dealer's hard work and business capacity.

To assist the ambitious Dealer we are publishing THE MAGNAVOX (as illustrated above) for distribution to retail merchants equipped to enter the Radio field.

THE MAGNAVOX is the concrete proof of our facilities for giving Advertising and Sales Service to thousands of Dealers who have already profited through carrying Magnavox products.

In this publication you learn how other Dealers have built a Magnavox Radio business and how we help you travel the same road.

Write today for free copy of THE MAGNAVOX and name of your nearest Magnavox distributor.

The Magnavox advertisement shown [illegible] the public in more [illegible] issues of popular magazines [illegible]

[illegible] THE MAGNAVOX we [illegible] this National [illegible] and now we [illegible] by means of [illegible] Sales Helps

VOLUMA RETAIL STORE OPENED

Strand Line and Okeh Records Featured in Attractive Warerooms in Baltimore

Baltimore, Md., December 5.—Another attractive talking machine shop has lately been added to those on Howard street. The Voluma Corp., manufacturer of the Voluma reproducer, has opened retail warerooms, which also are serving as the wholesale headquarters of the company, in the Academy of Music building, on Howard street near Franklin. Strand phonographs and Okeh records are carried

New Voluma Warerooms

Featuring Voluma Reproducers, Strand Phonographs and Okeh Records [illegible]

The location of these warerooms, with an entrance it to the lobby of the Academy of Music, is entirely advantageous from a sales standpoint and the warerooms are kept open each night until after the intermission period of the show. It has been found that numerous record sales, as well as machine sales, have been made during intermission. A number of Strand models have been equipped with a Voluma reproducer which is causing considerable attention. The Voluma reproducer is a sound box of a different principle from others and is the invention of James I. Cook, of this city. Mr. Cook is to be found at all hours of the day at these headquarters ready to demonstrate his invention. Mr. Cook reports that a number of sales agents have been appointed for the reproducer and that sales are steadily in[illegible]

R. W. PORTER BACK FROM TRIP

Field Sales Manager of Columbia Graphophone Co. Returns From Six Weeks' Trip—Gives Interesting Report Regarding Business

Robert W. Porter, field sales manager of the Columbia Graphophone Co., returned to the executive offices at New York City recently after a six weeks' visit to all branch offices except those in coast cities.

Mr. Porter states "Business is hopeful, good and full of life, present conditions forecast a most satisfactory Christmas season. Dealers report floor sales 'way ahead of last year. In cases where dealers are aggressively advertising and working outside, their efforts are being well rewarded. The farm territories are beginning to see a flood of money from the sale of crops. In the industrial and labor centers collections are becoming normal and cash sales are picking up. The settlement of the rail, mine and textile difficulties, combined with the billion and a quarter crop increase, together with the virtual shortage of labor in main towns, puts every dealer on his toes for increased business. While embargoes and the shortage of product in some models are causing a little inconvenience there is hope that both these conditions will be eliminated shortly. Most department and furniture stores throughout the country are advertising holiday goods, with the result that many people are visiting the phonograph department. The New Process Columbia record advertising has created a sensation in the industry and is bringing many people to the record department who have not purchased records for a long time.

Mr. Porter plans to remain in the city until the middle of December, when he will visit some of the Columbia Eastern branches.

The Schroeder Hardware Co., of Clinton, Ia., recently opened a talking machine depart[illegible]

BIGGEST YEAR WILL BE 1923

B. R. Forster, President of [illegible] Needle Co., Optimistic Regarding Business Outlook—Reason [illegible]

By [illegible] was the [illegible] Forster said [illegible] our biggest [illegible] have the [illegible] increase of our business [illegible] and distribution [illegible] low and [illegible] good business [illegible] cells contained throughout the [illegible] makes the [illegible]

The new [illegible] combined receptacle for [illegible] and will, undoubtedly, [illegible] ing the coming year.

UNICO PRESIDENT ON EXTENDED TRIP

Rayburn Clark Smith, president of the [illegible] Construction Co., recently [illegible] the branch offices west of the Mississippi River and in the South. The important business centers of the Western territory, as well as the following branch offices which will be visited are Chicago, Atlanta, New Orleans, Dallas, San Francisco, Los Angeles, Salt Lake City and Denver. Mr. Smith anticipates an increased demand for Unico products in 1923 and the purpose of his trip is to talk over conditions with Unico sales and service branches [illegible]

Old Ideas of Salesmanship Must Give Way to More Recent Conceptions :: By W. Braid White

Evolution of Salesmanship Slowly Eliminating Old Theories to Meet Exacting Conditions of Present

[illegible] material's plus the labor and incidentals of manufacture. If it should turn out to be a complete failure, then, of course, its value in the maker's hands (the value) would cease to exist.

The idea of a psychological basis of value is not, of course, new, and in fact it is in practice much utilized by merchants and manufacturers who have never thought of giving a definite name to it. In other words, the idea is gradually coming around among thinking business men that all selling must be based upon fair exchange and that fair exchange is most easily effected when the value of the article to its owner, its value as expressed in what it will bring to or do for that owner, is clear and obvious to all concerned.

The Place of Price

[illegible] price must be considered. But [illegible] treated the [illegible] industry and asked to fix [illegible] at this price matter from another standpoint. The Ford automobile is at its lowest price today, while at the same time its output is greater than ever before. Now this simply means that Mr. Ford has had the great wisdom to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number of obviously useful things for its owner, in respect of running, carrying, getting to places on time and performing the work of road transport at the lowest price and in the least fanciful manner. Having found that out he proceeded to build that sort of a car and no other. For at least fifteen years now he has built nothing else but this (omitting from consideration the other utility product, the farm tractor). The public he soon found recognized the utility and were willing to pay the price asked, because that price accurately represented the public belief in the things the car would do for them. In consequence, Mr. Ford was able steadily to increase his output and reduce his price. Thus we have in the Ford car a supreme example of the psychological theory of value in one of its most important aspects, where the application of that theory has reduced price to the consumer without disturbing the basis of the value or decreasing the profit to the maker. As a matter of fact, it has enormously increased.

Now let us look at this psychological theory of value from the standpoint of our own industry. If one measures a man coming into the talking machine business from some wholly [illegible]

out a policy of [illegible] machine business at this time [illegible] by merchants of the [illegible] order [illegible] merchants did make [illegible] their selling there would be no question of selling one make against another on the score of price. If anyone can imagine a more unfully choice policy than this, we should like to hear, but the fact remains that merchants do commit this crowning enormity and usually because they do not see that they are not in business to help manufacturers cut each others throats. They are in business to sell, not "machines," but the things that machines will do. Therefore, it is their business to have the manufacturers supply them with a certain variety of styles and prices of the mechanical equipment of the musical service they are selling for certainly a limited scope of price is convenient. Yet, in fact, even so, there is no real need for bargain price machines. Especially there is no need for machines which look like higher priced ones and are precisely got up to imitate something better than themselves. One can imagine, for instance, the need for a certain variety in price, to cut the peculiarities of human temperament [illegible] of shoes. Nothing [illegible] tempting people to believe that they can get something for nothing, [illegible] to revive the wooden nickel, or some [illegible] salesmanship. [illegible] substitute has for truth, dishonesty for honesty, for when I exhibit to a customer a model [illegible] at a modest price and show what this will really do in the way of reproducing music satisfactorily, I am selling to that person just as well as if I were doing the demonstrating with the most expensive machine made. But when on the other hand I fall into the temptation of trying to sell a cheap, shoddy article as a substitute for something better, it is obviously impossible for me to demonstrate its musical value, because that value is not there. If it were, the substitute would not be a substitute. It would be an alternative. But in this case [illegible] I can only do so by ignoring its musical shortcomings. Should the customer indeed say, "I do not care about the music, the case is what I want," then it might be different. But how that [illegible] in the course of a year are liked, to say nothing of years like this.

The real success of our industry, the success which, at the root of its quality and by which we all strive to align ourselves and so to secure our progress, have been built up by the very process, the process of selling music, not mechanics, and of basing the sales policy upon the psychological theory of value, the theory that the price of a thing is rightly measured only by its value to the owner. Let that important fact never be forgotten. All sound merchandising in our industry must be based upon this point and when it is so based, then, and then only, is the sales policy certain to make for success.

Utility and Luxury Values

Let us raise one other point here. Let it not be forgotten that value may be expressed in terms different [illegible] It relates to not one, but many "wants," desires, acquired preferences, and so on. For example, the Ford value is a utility value. The Rolls-Royce value is a luxury value. One is expressible in smaller figures than the other, but the world still rates luxury in the estimation [illegible] whenever and wherever luxury and utility can be placed side by side. So, that is the [illegible]

[illegible] Music House [illegible] the Columbia line of machines and records. An extensive sales campaign [illegible] will restore Columbia [illegible] advantage

NEW GRANBY CONSOLE MODEL

"Apartment Baby Grand" in Adam Design Is Going to Be Quite a Favorite

The Granby Phonograph Corp., of Newport News, Va., has just placed on the market a new console model. This newest member of the Granby family is aptly described by the company as the "Apartment Baby Grand" of phonographs and meets a demand for a smaller type console table model. The list price of the new model, $135, is expected to be another contributing factor towards big sales. It is produced in the Adam period design and is made with the same exacting care which characterizes the entire Granby line. In all respects it is a very compact instrument with high-class equipment and several exclusive features. It has a tone modifier located inside the cabinet just back of the turntable. The cabinet design is attractively executed and the cabinet panels are constructed of five-ply veneer, the same as found in higher-priced instruments. Although this new model has only just been placed on the market O. F. Graffen, New York manager of the company, states that a demand for this new instrument has already been manifested and that it is growing daily.

With the increased facilities at the Granby factory production is being speeded up on this new model and shipments are being made promptly. Many dealers are securing the new console in time for the holiday trade and already report that it is a good seller.

SINGS FOR HOSPITAL PATIENTS

Margaret Young, exclusive Brunswick artist, while in Montclair recently called at the store of Lawlor Derby, Brunswick dealer, just as Mr. Lawlor was delivering a Brunswick to a local hospital. Miss Young offered to go along and sing for the patients of the hospital, which she did to the delight of all of them.

E. L. SAMPTER PROMOTED

Purchasing Agent for General Phonograph Corp. Appointed Sales Manager of A. F. Meisselbach Mfg. Co.—Popular in Company

The A. F. Meisselbach Mfg. Co., Inc., which is a subsidiary of the General Phonograph Corp., announced recently the appointment of E. Lawrence Sampter as sales manager of the company. Mr. Sampter will be in general charge of sales of the famous Meisselbach fishing reel products, and under his direction there is no doubt but that the sales will show a steady increase.

E. Lawrence Sampter has been associated with the General Phonograph Corp. for the past four years, having occupied several important posts, and in addition to his activities as sales manager of the A. F. Meisselbach Mfg. Co. will continue as purchasing agent of the General Phonograph Corp. He has a host of friends in the executive headquarters at 25 West Forty-fifth street, New York, for, although he is busy with his various duties, he manages to indulge in various athletic sports to excellent advantage during the Spring and Summer seasons.

DEATH OF FRANK H. RAYS

Youngstown, O., December 6.—Frank H. Rays, who for fifteen years has been vice president and general manager of the Central Store Co., this city, died at his home here recently. He was one of the organizers of the company in 1904. The store maintains a large talking machine and piano department and Mr. Rays devoted much of his time to furthering the interests of this section.

A music store has been opened in Hardwick, Vt., by Mrs. C. H. Hines. Victor talking machines and musical instruments of all kinds are handled.

FINE HOME FOR STEINWAY STORE

Steinway & Sons' Indianapolis, Ind., Store to Be Unico Equipped Throughout

One of the most [illegible] ments in the Middle West [illegible] dianapolis, Steinway & Sons, the [illegible] makers, have secured a new location on Pennsylvania street which enables them to [illegible] much larger floor space to adequately display their excellent line of pianos and the Steinway phonograph, which they also represent. A survey of the plans for their new store, as developed by Geo. A. Lyons, of the Unit Construction Co., shows a most excellent store arrangement and beautiful interior. An exceptionally attractive window extends the Steinway greeting to the passer-by and upon entering the store an equally beautiful lobby will carry on the good impression created by the window. Immediately adjoining the lobby will be the tuning machine department and office. Probably the most attractive feature in the entire layout is the beautiful Steinway Grand display salon, upon which the Unit Construction Co. has displayed its skill in creating a high-class atmosphere so essential to modern musical merchandising of quality products. Separate Unico piano rooms are also provided for the display and sale of the various kinds of Steinway pianos and altogether the opening of the new store about the first of January will be an epochal event in the music history of Indianapolis.

ENLARGE PHONOGRAPH DEPARTMENT

The phonograph department of the S. Davidson & Bros. furniture store of Des Moines, Ia., Brunswick dealers, has been completely remodeled and greatly enlarged. It is now one of the finest departments in the Middle West. The complete line of Brunswick phonographs and records is being featured and artistically displayed.

CANTON, O.

Shortage of Machines Handicaps Dealers in Supplying Growing Demand—Consoles Lead in Favor

CANTON, O., December 4.—Inability to get desired merchandise on time and the tendency on the part of the trade to buy now for Christmas are the only two outstanding hindrances to a big and complete optimistic tone in the talking machine industry of this city. A survey this week by the representative of The World disclosed that a number of the prominent dealers have been handicapped by the tardiness in which talking machines and some popular numbers of records have been coming in, due largely to the inability of the manufacturers to make deliveries. There is not a make of talking machine handled by Canton dealers that is being displayed in complete lines. Congestion of the railroads and the advent of cold weather is also seriously interfering with the trade, dealers declare.

More people are frequenting music stores since the first of the month and there is every indication of a big holiday business. People want to buy and have the money, but are hesitating in doing so because they feel that they may be able to buy at lower prices before Christmas. Dealers say there is no chance for machines to come down in price and that they are urging their salesmen to stress immediate buying.

The console models of all makes of machines are gaining in favor and although several manufacturers have on display new upright models the console type machines are in greatest demand. It appears that the machine retailing from $100 to $150 is doing the big bulk of the business at this time. Higher priced machines are moving better than in previous months.

Records which have been moving briskly only at times now seem to be enjoying a steady demand, as the present month's list gives promise of being among the best in recent years.

Edisons Selling Well

November was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massillon stores, officials of the Rhines Edison Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Cleveland avenue and Third street, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around $125 are in special favor, according to Mr. Rutledge, manager.

Promotes Xmas Advertising Campaign

The Victrola department of the William R. Zollinger Co., the large department store, has instituted a Christmas advertising campaign featuring the formation of a Christmas Club, which has already resulted in the sale of a number of machines and the list of prospects is more lengthy than in months.

Mr. Fick has been getting some good publicity through featuring records of the current month by means of the Magnavox, which protrudes through a window on the fifth floor of the store. The records are distinctly heard for several blocks by the throngs who are surging to and fro in the public square.

Takes on Music Master

The Peoples Outfitting Co., which recently moved into its new three-story home at Third street and Market avenue, N., announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Coyle, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstrations will be added to the handsome equipment.

Blames Manufacturer

C. M. Alford, of the Alford & Fryer Co., one of the best known music dealers in Eastern Ohio, in an interview this week with The World said that the manufacturer alone is to blame for the apathy in the talking machine industry locally. "There are buyers for talking machines, but we have none to show," said Alford. "Just the models in demand are impossible to obtain and when shipments are received they are usually short."

He says the Cheney machine has been selling very well and that the new upright moderately priced model is probably most in demand at this time. Starr machines also are in good demand and if machines were available Christmas business would see many of these machines moved.

Local Radio Activities

Local music dealers, who have installed radio departments, have been informed of Radio Week, to be observed December 23 to 30. Dealers here are enthusiastic over the event and say they will lend any support to successfully put the week across.

Geo. C. Wille Co. Busy

The George C. Wille Co., with stores in Canton and Massillon, is experiencing a big season in talking machines. Were machines available, sales probably would be greater, but there are many models that are not being shown and consequently there has been a decrease in sales. Sheet music sales have been boosted of late by the appearance here of a number of big musical shows. Victor records had a good month in November, and December to date is very encouraging.

Lauder Helps Business

Sir Harry Lauder, notable Scotch comedian, appeared at the City Auditorium this week with his company and music dealers say that his coming stimulated the sale of Victor records and also helped sheet music sales. Lauder played to an audience of more than 8,000. Several dealers put in special window displays featuring Lauder records.

Holiday Business Starts

The music section of the Klein-Hettelman-Zollars Co., large department store, has taken on the aspect of the holiday season and despite the cold weather business has been excellent the past two weeks. Since moving the talking machine department from the fourth to the mezzanine floor, record sales have increased fully one third, officials of the company declare, and the general outlook is decidedly better.

Bowers Leaves Smith Co.

Samuel Bowers, who for some months has been identified with the A. B. Smith Piano Co., has severed his connection with that firm. The Smith Co. recently closed its Canton store.

Aim high and then work to attain your goal.

ADDATONE WELL RECEIVED BY TRADE

Unique Reproductions Corp. Receiving Many Orders for New Amplifying Device

The Unique Reproductions Corp., New York, manufacturer of an amplifying device known as the Addatone, [illegible] at the reception accorded its unique and clever device. Orders have been received from every section of the country and many live dealers are showing a keen interest in its sales possibilities. Herman Segal, general manager of the company, has been extremely busy during the past month taking care of the large number of orders received.

Several salesmen who have been appointed throughout the country [illegible] are awake to its sales possibilities.

JOHN FIRTH & CO. BANKRUPT

John Firth & Co., Inc., manufacturers of radio products, New York, recently filed a petition of bankruptcy in the United States District Court, being adjudged a bankrupt. Shortly thereafter L. Kotler, the president, was [illegible] Judge Augustus N. Hand. The company was [illegible] radio [illegible].

MAKES SOME RECORD IN SALES

J. H. Rex, [illegible] Co., [illegible] W. Va., [illegible] Dr. Rex [illegible].

TRADE BOARD TO ENLARGE SCOPE

Increased Budget for the Next Fiscal Year Allows Wider Scope in Enforcing Laws

Washington, D. C., December 6.—The Budget Bureau has approved an appropriation of $955,000 to be used by the Federal Trade Commission during the next fiscal year to enforce the laws of unfair competition, administer the Export Trade Act and to prepare economic reports in response to resolutions from Congress and at the direction of the President.

The Federal Trade Commission asked for an appropriation of $1,100,000, but after a series of conferences the sum mentioned above was agreed upon, which Director General Lord announced he would recommend to Congress.

Practically the entire $50,000 increase over last year's budget will be utilized to employ additional attorneys, economists and accountants. The Commission, the Budget Bureau was told at its hearing, is handicapped by a shortage of trained men. This shortage has operated, officials of the Commission state, to delay attention to applications for relief from the business world. On November 1 the Commission had 389 applications for complaints pending. This was a net gain of forty over the previous month.

THE FABLE OF THE FOOLISH MERCHANT

[illegible] a merchant who thought he [illegible] He had built up a good reputation by [illegible] and was [illegible] to hold it. [illegible] would be asked to [illegible] good reputation [illegible] advertising. He [illegible] to his better [illegible] of the [illegible] and [illegible] Tomorrow. The [illegible] or a broken [illegible].

"HAPPY SIX" FEATURED AT CONCERT

Exclusive Columbia Artists Give Concert in Lancaster, Pa.

Lancaster, Pa., December 5.—The Keystone Furniture Co., Columbia dealer in this city, recently featured the "Happy Six," an exclusive Columbia organization, in a most effective manner. This enterprising dealer used considerable advertising to advise the public that the "Happy Six" would give a concert in its store on a certain day, and as a result of this publicity a capacity audience attended the concert. Incidentally, a large number of records were sold and the event proved a financial success. As each selection was played by the "Happy Six" Mr. Eaton, of the Keystone Furniture Co., announced the name so that the audience might be conversant with the identity of the number played. Mr. Lawrence, dealer service supervisor of the Philadelphia branch of the Columbia Graphophone Co., was active in taking care of the many details incidental to the concert.

REMODELING BARNETT MUSIC CO.

Bakersfield, Cal., December 2.—The store of the Barnett Music Co., Brunswick dealer of this city, is undergoing extensive remodeling. New booths, fixtures and equipment throughout are being installed. The store when completed will be very attractive and unique in design and will rank among the most attractive in the State. C. P. Barnett, manager, anticipates having a formal opening in the near future.

Miss Augusta Francesn, formerly connected with the sales staff of the O. H. Coolidge store, Kansas City, Mo., is now in a similar position with the United Talking Machine Co., that city.

A Christmas Greeting To All Our Friends

JUST a brief word of sincere appreciation to all our friends on our eighth anniversary.

Eight years ago this Christmas we entered this field in a very small way. Today we are proud to be recognized as a national organization.

We feel that our growth is, in a large measure, due to your splendid co-operation. We sincerely appreciate your whole-hearted support and wish you all A Very Merry Christmas and A Happy and Prosperous New Year.

General Phonograph Corporation

25 West 45th Street, New York

THE TWIN CITIES

New Exclusive Sonora Shop Opens in St. Paul—Retailers in Various Lines Enjoying Excellent Business—Freight Embargoes Hurt

MINNEAPOLIS and ST. PAUL, MINN., December 6.—An exclusive Sonora shop was opened last week in St. Paul by W. J. Simpson and James Meade, two of the best known phonograph men in the State capital. The new emporium is located at 20 West Sixth street, in one of the busiest districts here.

Sonora Activities

Sonora sales have broadened greatly owing to the activities of J. E. Date, special representative of the Doerr-Andrews Music Co., Northwestern Sonora distributor. All northern Iowa has been added to the company's territory mainly through the efforts of Mr. Date.

A new account is that of Cassel Middleton, of Marshall, Minn., who has opened a music house in that city and will feature the Sonora line.

A. W. Hunt, the leading music merchant at Butte and a Sonora enthusiast, has placed an Italian renaissance De Luxe period model Sonora in his home, where it gets the admiration of all visitors.

Edison Business Grows

The always popular Edisons retain their position in the Northwest, as evidenced by the growth of business with Laurence H. Lucker, Northwestern distributor. Dakota business has developed much better than had been expected in view of the pessimistic reports from the prophets. The local sales of Edisons in the shops of St. Paul and Minneapolis are highly satisfactory and are reported to be far ahead of last year's totals. Console models reign as favorites with the more discriminating buyers.

Pathe Sales Gain

"We are just rolling them out now," said Manager Sharon, of the Pathe department of G. Sommers & Co., Northwestern distributor of Pathe phonographs and records, in discussing the course of business in his department. "Our Minnesota business has been fine, Montana business has improved greatly, but we are not very active with reference to the Dakotas."

Slow Deliveries Cause Trouble

Freight embargoes are playing the very deuce with the Victrola department of W. J. Dyer & Bro. Four carloads of machines have been held up on delivery and customers are clamoring for the instruments which they have ordered. George A. Mars is at his wit's end to pacify and placate his numerous patrons throughout the Northwest, who fear that they will lose out.

Eugene F. O'Neill Resigns to Rest

Eugene F. O'Neill, one of the best known talking machine men in the world, as his operations have extended from Boston to Japan and China, has severed his connection with the Beckwith O'Neill Co. He will rest in California for the Winter before engaging again in active business.

Vocalions in Demand

Shortage of the popular $125 and $100 Vocalions is reported by Manager Munson, of the Stone Piano Co., Northwestern distributor of the rapidly growing line. With the Vocalion Red Records the Vocalion line makes a fine business combination that takes well with the rural music merchant.

Fine Brunswick Business

Edward F. Kern, director of the Brunswick Balke Collender Co. for the Northwest, states that nearly all the instruments received go out about as soon as they come. Not having to depend upon the East for instruments Mr. Kern has been able to obtain regular deliveries in carload lots. Console types lead the van in popularity at this time.

The exclusive Brunswick concert sale put on in St. Paul by Cardozo was a fine success, attracting general attention by its novelty and giving the Brunswick instruments additional prestige in the State capital.

NEW POST FOR CHAS. H. TRACY

Resigns From Aeolian Co. to Become General Manager of Knabe Studios, Baltimore

Charles H. Tracy, for the past six years connected with the wholesale Vocalion department of the Aeolian Co. in charge of the sales staff, resigned that position early this month to become general manager of the recently opened Knabe Studios at 309 North Charles street, Baltimore. Mr. Tracy has had long experience in the piano field and having some years ago sold Knabe pianos in Baltimore is well fitted to fill his new post in that city.

Mr. Tracy on leaving the Aeolian Co. carries with him the best wishes of his associates and the company's officials and himself expressed regret that he found it necessary to sever such pleasant relationships.

Fear is an enemy of progress and success.

INTRODUCES THE WORLD RECORD

Hon. Noel Pemberton Billing of the World Record, Ltd., London, Eng., Plans to Interest American Capital in New Record

[illegible]

TO FIND DUTY ON RECORD HOLDERS

Government to Appeal Decision of General Appraisers Fixing Duty on Paper Containers for Talking Machine Records at 15 Per Cent

[illegible]

F. N. WYATT ENTERS NEW FIELD

[illegible]

BIG ORDER FOR CABINETS

Wabash Cabinet Co. to Make $1,000,000 Worth of Cabinets for Eastern Concern

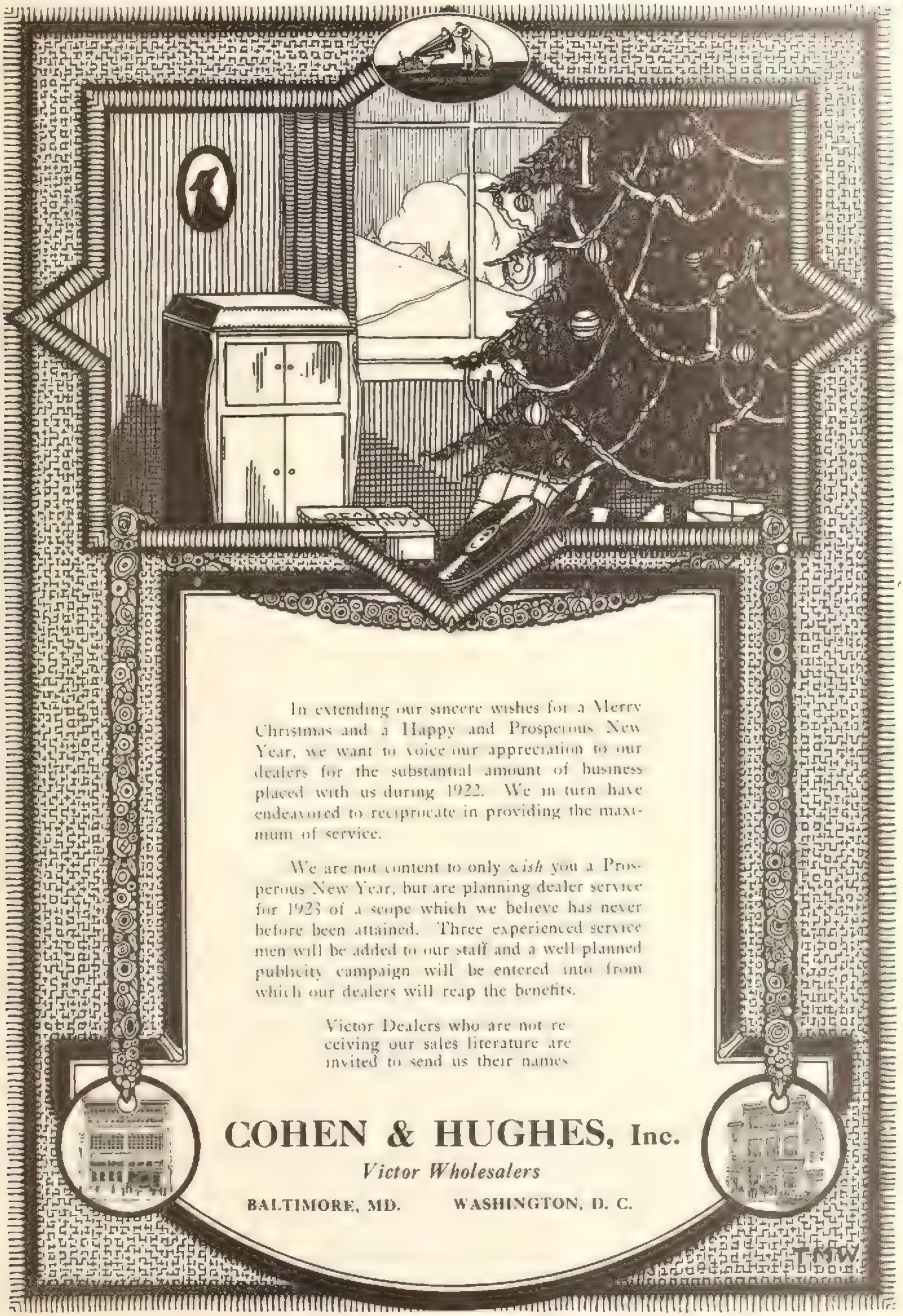
Wabash, Ind., December 5.—Following negotiations covering several months, officials of the Wabash Cabinet Co. reported that they have received a contract for $1,000,000 worth of new model talking machines from a company in the East.

At present the Wabash Cabinet Co. is working on a large order for the Eastern concern. This order soon will be filled, however, and work will have been started on the new order. The contract calls for the delivery of several thousand machines each month. The cabinets will be made at the local plant and the machines assembled here, with practically a car load a day shipped direct to retailers.

I. F. Vaughn, president of the cabinet company, announced that the firm is completing the purchase of thousands of dollars of lumber veneer, which will be used for the cabinets. The motors and other supplies for the machines will be supplied from the phonograph factory.

OKEH RECORD IN DAILIES

Detroit, Mich., December 5.—The Pier Music Shop, of this city, recently featured the Okeh laughing record to excellent advantage and under the headline of 'Keeping Up Spirits,' in the "Town Talk" column of the Detroit News, there appeared the following article: "Ha, ha, ha, ha, he, he, he, ho, ho, ho!" Explosive laughter, uncontained, and endless, issues in a perpetual stream from a horn attached to the exterior of a Jefferson avenue music shop. The music is carried and is run off from a phonograph record. Passers-by, hearing it, are forced to laugh, too."


In extending our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year, we want to voice our appreciation to our dealers for the substantial amount of business placed with us during 1922. We in turn have endeavored to reciprocate in providing the maximum of service.
We are not content to only *wish* you a Prosperous New Year, but are planning dealer service for 1923 of a scope which we believe has never before been attained. Three experienced service men will be added to our staff and a well planned publicity campaign will be entered into from which our dealers will reap the benefits.
Victor Dealers who are not receiving our sales literature are invited to send us their names
COHEN & HUGHES, Inc.
Victor Wholesalers
BALTIMORE, MD.
WASHINGTON, D. C.

NEW ORLEANS

Dealers Prepare for Record-breaking Holiday Business—Shortage of Machines the Only Cloud on the Horizon—Month's News

New Orleans, La., December 4.—The little cold snap of the past week has filled the downtown shopping district, packed the aisles of the music stores and departments and has given a tone of encouragement to business, which, during the month of November, according to most reports, was not up to normal. Shortages are already being felt by the jobbers and wholesalers of talking machines, though most of the retailers, at least in the city, are well stocked and are prepared for a record-breaking season. Christmas displays are already occupying half and full page ads in all papers. Two of the papers are getting out special editions for the shoppers, telling them just where they can get what they are looking for. It is understood that the talking machine trade fills a number of pages in each one of these editions.

Edison Consoles Scarce

A shortage in console models is also holding the Edison dealers in check. The new London models and the $350 Chippendale model are sold as fast as they can be shipped from the factory. November business was double the October business, according to one of the officials. Dealers from all sections have increased their orders for both records and machines.

Record Sales the Feature

Record sales seemed to be the feature in the Victor dealers' November business. The mid-month release on November 18 was a great stimulus to trade, according to John A. Hoffheinz, Victor manager of Philip Werlein, particularly the record, "I Wish I Could Shimmy Like My Sister Kate," a song written by a local negro orchestra leader. That seemed to have broken all records here and it is reported that even old "blasé" New York has taken up the air played by "The Virginians."

Mr. Hoffheinz reports that he is sold out on the No. 210 and No. 250 models, the two new flat-top consoles. Victor dealers are also looking forward to the appearance of the "Famous Victor Light," who will play here for the first time on January 18.

A Columbia Sales Conference

The district sales conference of the Columbia Graphophone Co. was held here during the past month and was attended by salesmen from the Atlanta and Dallas districts. Robert Porter, field sales manager, was on hand, and spoke to the men on "Sales Plans." A definite and uniform sales plan was worked out at the conference.

R. R. Sparrow, manager of the Southern district, announced a new agent at Elizabeth, La., the Elizabeth Mercantile Co. The Columbia agent at Monroe, La., the Monroe Furniture Co., has just laid plans for a big sales campaign. Also the Jones O'Neal Furniture Co., in Beaumont, has started on a big campaign. Twenty-seven thousand dollars has been set aside for advertising, bonuses and prizes to the best salesmen. The O'Neal Co. had a large and exclusive display at the South East Texas Fair which started off the Columbia in that territory.

Mr. Sparrow has just returned from a trip through Mississippi and reports business at Jackson and Vicksburg good, but at Meridian unfavorable. In the Southern district, however, said Mr. Sparrow, sales are hampered only by a shortage of stock.

New Edison Agencies

The wholesale department of the Edison Co. announces two new agencies, the Munholland Dauwitz Furniture Co., at Monroe, La., and W. C. Mann at Houston, Texas. W. W. Twigg, manager of the department, is away in the Eastern territory on business.

Among the visitors at the Edison office this past week were A. H. Jones, dealer at McComb City, La., and H. B. McInnis, Lumberton, Miss.

At the Harris-Loeb Piano Co. the Brunswick talking machine has been holding its own with the rest. An increase in business has been noted within the past two weeks. Record sales have been satisfactory.

Special Room for School Children

The D. H. Holmes Co. has fitted out a room for school children and teachers where they may come and play the Columbia educational records. The yearly memory contests that are held in the public schools have made this a very popular place.

Manager Riche, of the talking machine department of Holmes, reports a good business. Aeolian-Vocalion machines have been fair sellers, as have the Columbia. Record sales have been very good.

"It looks as though the Christmas season has begun at last," was the comment of Ralph Young, sales manager of the Victrola department at Grunewald's. "And though buyers were very late in starting, it appears as though it is going to be a banner season."

While November was better than October at Maison Blanche, business still seems to be off, according to I. D. Moore, sales manager. He is preparing to lure them to Maison Blanche, however, during the next month with page and half-page ads.

The one bright feature about the music business at Maison Blanche has been the record business. "Red Seal records have been going like hot cakes," said Mr. Moore. On the other hand, a dark spot in the department is the loss of Miss Eunice Hardy. She is to be married in the early part of December. Mr. Moore regrets losing her as she was one of the most competent, efficient and reliable salesladies in the department.

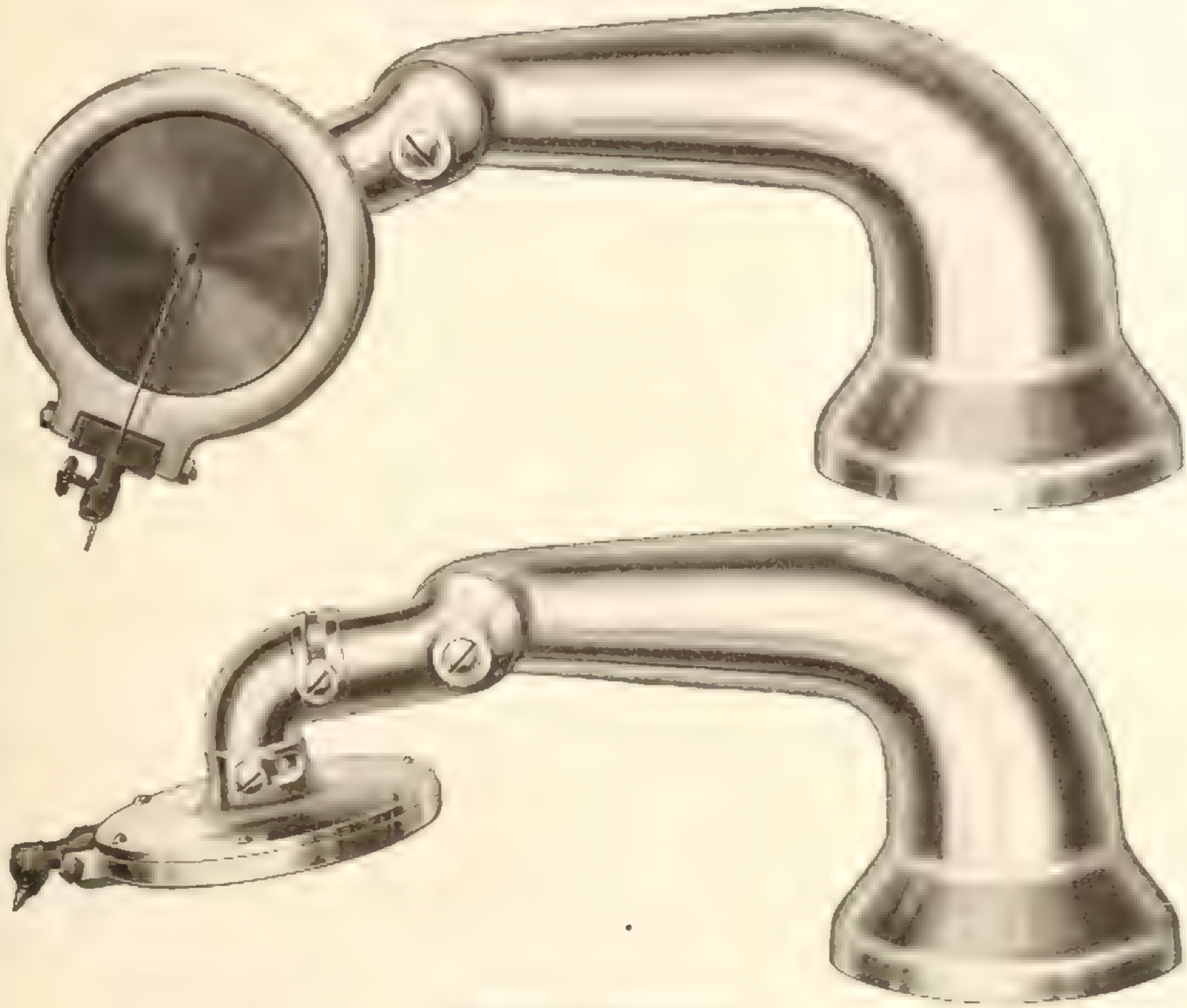
A Strong Werlein Campaign

Philip Werlein, Ltd., are waging their Christmas advertising campaign in newspapers, street cars and billboards. They have adopted the slogan: "Ask Santa Claus to bring you a Victrola." Mr. Rosenbaum says that the high class $350 machines have been very excellent sellers, and along with them the Red Seal records. Mr. Rosenbaum has laid in a good stock of machines and does not expect to run short until the end of the season. The portable and $100 machines are already being bought for Christmas presents.

Manager Frank Allen, at Dwyer's, has also been careful to lay in a good stock of machines and he does not anticipate being worried by shortages. December, said Mr. Allen, is always the big month at Dwyer's, and every man is in training for a big month.

Another New Jewel Creation

The Jewel Tone Arm No. 4



Exclusive Features

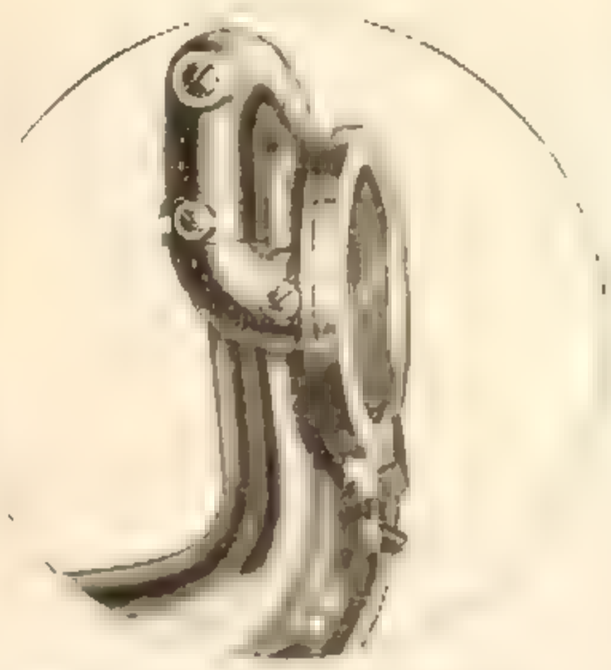
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½".

When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

Note: Handsome Bell Base without flange showing.



Shows reproducer thrown back on tone arm in Edison position.

Equipped with or without Mute; Mica or Nonpy Ka Diaphragm.

Jewel Phonograph Co.

150-160 Whiting Street **CHICAGO, U. S. A.**

SAN FRANCISCO

Second Annual Music Week Goes Over Strong—Talking Machine Dealers Play Important Part—Place Large Holiday Orders

San Francisco, Cal., December 4.—The second annual Music Week was held in San Francisco November [illegible] to 2 and the interest displayed by the public proved [illegible] any previous [illegible] [illegible] that the [illegible] of its [illegible] [illegible] years. Hundreds of music programs [illegible] and small, were [illegible] for the week and practically everybody connected with the music trade, commercially and professionally, participated in making the festival a success. The talking machine dealers showed their [illegible] progressive spirit by providing [illegible] phonograph record concerts in connection with other programs.

Most of the dealers have ordered goods in carload lots for the holidays. The local wholesale distributors say that not for years have there been manifest such a spirit of confidence on the trade. The purchasing power of the people has practically become reconstructed now and there is no reason to fear carrying ample stocks of standard merchandise.

Finals of Music Memory Contest

The finals of the San Francisco Memory Contest were held at Loew's Warfield Theatre on Saturday, November 18, and sixty children made perfect scores, a most remarkable showing. One of the perfect scores was made by a public school pupil only ten years of age. Two Victrolas and a Duo Art piano, furnished by Sherman, Clay & Co. were used in the final tests. Miss Donazela Cross, who represented the talking machine dealers in the Memory Contest, is lecturing this week, twice a day, in the Oakland public schools for the purpose of preparing the pupils to understand the numbers which will be played by the San Francisco Symphony Orchestra at a special children's concert which will be given in Oakland shortly.

Meeting of School Superintendents

The county school superintendents, the district superintendents and the music supervisors of the State all are holding conventions at the Hotel Oakland, Oakland, Cal., this week and one of the principal speakers in behalf of musical education is Mrs. R. F. Greenwood, of the educational department of Sherman, Clay & Co.

Health Records Are Popular

Robert M. Bird, wholesale manager of the talking machine department of Sherman, Clay & Co., reports most satisfactory results from the distribution of a new colored poster calling attention to the Victor Health Records. The demand for these health records continues to grow rapidly, a fact which would seem to indicate that music is a valuable stimulus to physical development.

Business Best in Years

Huff, Wise & Co. say business in the last sixty days has been the best in years with them. Victor goods are in splendid demand and they have done exceptionally well with the new Hallet & Davis phonographs, especially on the console types.

Period and Console Types in Demand

Manager Compton, of the Phonograph Shop, says seventy five per cent of the call is for machines of the period and console type of Sonora machines. The flat top machine seems to meet the taste of all classes of customers.

The California Phonograph Co., San Francisco, is one of the latest talking machine houses to take on the Sonora line.

Ben R. Scott, manager of the phonograph department of the Nathan-Dohrmann Co., says that the customers of this store call almost exclusively for flat-top machines. He sees no possibility of the demand for jazz records waning in the near future.

Fine New Wurlitzer Department

The new ground-floor talking machine department of the Wurlitzer Co. is a marvel of artistic excellence and practical convenience. Every facility for handling customers efficiently has been provided. The quick-sale or self-selling feature will mean a decided increase in the volume of record sales. The record booths and demonstration rooms are all decorated in French gray and the show windows are most luxurious and dignified, being of a modified French design.

Takes On Brunswick Line

The Redfield Newman Co., one of the largest house furnishing concerns in the city, at Mission and Seventeenth streets, has taken on the Brunswick line of phonographs and records.

More Columbia Dealers

F. S. Kastner, manager of the San Francisco branch of the Columbia Graphophone Co., has just been on a business-boosting trip through the Sacramento Valley. He is most optimistic for the holidays. Among the new Columbia dealers reported are the Redcliff Piano Co., Turlock, and the Dietz Music Store, Manteca.

Columbia records recording the marvelous violin playing of Toscha Seidel, the young Russian virtuoso who is making a great recital tour of the country, are in fine demand since the artist's recent successful concert in San Francisco.

Victor Co. President a Visitor

E. R. Johnson, president of the Victor Talking Machine Co., was a visitor in San Francisco this month and among the attentions shown him one of the most enjoyable was a banquet tendered him by Leon Douglass at the Bohemian Club. Many notable guests were present.

At present there is somewhat of a shortage of Fischer phonographs in this territory, says I. F. Goelzhu, the local distributor. He expects, however, to have a carload of machines in this week. The demand for Marvel records has been heavy of late.

A Visitor From India

William Lancaster, of Misqueth, Ltd., Rangoon, India, has been sojourning in San Francisco for some weeks studying American business methods. His firm is one of the largest phonograph concerns in the Orient.

Quarters Are Remodeled

The Christophe Music Store, 2390 Mission street, San Francisco, has been enlarged and remodeled in order to provide for a better display of talking machine merchandise. The concern is a successful Sonora agency in the Mission district.

VAN VEEN EQUIPMENT IN NEW STORE

New Remick Establishment Has Handsome Interior and Exterior—Brunswick Products Featured—Formal Opening Attracts Crowds

Jerome H. Remick & Co. opened officially last week its new store at 2555 Broadway, New York City, which ranks among the most modern and attractive music shops in the city. The entire equipment, both interior, window and entrance, was installed by Van Veen & Co., Inc., New York City. It consists of six hearing rooms, approximately six feet by nine feet each in size, twenty-five feet of sheet music racks and a twenty-five foot counter, showcases for musical instruments and also record racks of substantial capacity. The entire interior treatment is in a two-tone effect, gray and white, and includes wainscoting. The installation also called for a new store front and window equipment, the window measuring twenty feet wide by sixteen feet deep. The window interior was attractively constructed of highly figured walnut, giving a remarkably rich appearance. The vestibule has a domed ceiling effect and is constructed of brown stucco and walnut. The opening attracted many visitors. The Brunswick line of phonographs and records is carried.

UNIT CO. FAVORS DEALERS

An example of the fair deal policy which has been held paramount by the Unit Construction Co. in its dealings is found in the recent price protection announcement. An increase in price effective December 15, was announced in a recent trade letter. This announcement gave Unico customers a six weeks' opportunity to secure 1922 prices on Unico equipment. This price protection has been extended on a liberal plan, which is of unusual service to the dealer.

The Eight Famous Victor Artists recently appeared in Milford, Mass., at a concert under the auspices of Reynold's Music Store.

A. H. CURRY ON VISIT TO DALLAS

Vice-president of Phonograph Division of Thomas A. Edison Inc., Visits Former Home

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., made a trip the latter part of November to his former home in Dallas, Tex. While there he attended to his business and social interests in the Texas metropolis and on his return reported that conditions have shown a decided improvement in the Southern section and that the outlook for the holiday season and for the coming year is very fine.

VISITORS TO EDISON LABORATORIES

Among the recent visitors to the Edison Laboratories at Orange, N. J., were M. M. Blackman, of the Blackman Talking Machine Co., Kansas City, and Fred Keeney and F. H. Silliman, of Parker, Ellsberger Co., Boston.

APPOINTED CITY TICKET OFFICE

Landau's of Wilkes-Barre, Pa., Adds to Its Activities—Many Visitors Attracted by Its Central Location and Excellent Facilities

Wilkes-Barre, Pa., [illegible] music and [illegible] dealer, has been [illegible] ticket office for the Grand Opera House [illegible] for all attractions appearing at the theatre will be on sale at the store [illegible] designated for the advance sale of seats for concerts and [illegible] presented at Irem Temple and with the sale of tickets for the Grand Opera House will [illegible] be a central city box office for both places. During the year Landau's store has also been made a sub-station of the local post office and a separate department is maintained by the firm for the maintenance of the post office activities. [illegible]

COHEN & HUGHES STAFF CHANGES

Leslie Lore Succeeds F. S. Harris Retired, as Manager in Washington—Other Additions to Staffs in Baltimore and Washington

Baltimore, Md., December 4.—Cohen & Hughes, Inc., Victor distributor, with headquarters in this city and Washington, D. C., has announced several important changes in the staff of the organization in both cities.

F. S. Harris, who has been, for many years, manager of the Washington house, tendered his resignation in order to embark in the retail Victor business for himself in a residential suburb adjacent to the capital. Leslie Lore, who was formerly associated with Mr. Harris, will succeed him as manager.

James A. Stafford, formerly in charge of the Victor Idea Shop in Chandler, N. J., has joined the Cohen & Hughes organization as assistant sales manager in Washington. Mr. Stafford has had wide merchandising experience.

The Washington staff has also been strengthened through the appointment of James Robinson to the sales organization. Mr. Robinson is an experienced talking machine man, having spent two years each in the Victor, Columbia and Edison organizations.

In January Walter Son will assume the important post of sales manager of the organization with headquarters in Baltimore. Mr. Son is also thoroughly experienced and well qualified for the new duties. The sales staff will be still further augmented by the first of the year.

I. Son Cohen, president of the company, is optimistic over general business conditions for 1923 and he stated that extensive plans were being made for the coming year. A large publicity campaign is planned which will redound to the benefit of the dealer and many other sales helps for the retailer have also been prepared. Among other attractive features a [illegible] of attractive holiday [illegible] has been prepared, having space for [illegible] It is planned to place in this space all the news and announcements as may be received from the factory for the benefit of the dealers. The manager, facilities of the company and to allow these communications to be received by the dealers the same day that they are received from the factory.

FORMAL OPENING IN FT. WAYNE

Duesler Phonograph Shop Now Has Most Attractive Quarters in That City

Fort Wayne, Ind., December 1.—The Duesler Phonograph Shop, at 208 West Berry street, this city, of which [illegible] is owner, on Friday and Saturday of last week held its formal opening of the remodeled quarters in the [illegible] which feature Columbia and Brunswick phonographs and records. [illegible] and Gulbransen player pianos and U. S. music rolls.

The home of the company has been remodeled and redecorated throughout, new booths installed for demonstration purposes, record and roll space provided for convenient attention to patrons of the establishment.

BIG DEMAND FOR UDELL CABINETS

Indianapolis Plant Rushed With Orders During the Past Ninety Days

The Udell Works, of Indianapolis, makers of music roll and record cabinets, have been rushed with business during the last ninety days. In a chat with The World last Friday sales manager of the Udell organization, stated that not only has business been [illegible] excellent volume this Fall but that the outlook is [illegible] for next year and the spring season.

TWO NEW SONORA AGENCIES

Baldwin Piano Co., Chicago, Appointed Sonora Dealer—John Church Co., Cincinnati, Also Takes on Sonora Line—Both Lines [illegible]

It was announced [illegible] that the Baldwin Piano Co., Chicago, [illegible] the Sonora line. [illegible] dealers have [illegible] to supply the demand for Sonora products.

Another [illegible] announced [illegible] the John Church Co., Cincinnati, [illegible] Middle West.

RECORDS WELL-KNOWN HYMNS

Columbia Co. Announces Two Popular Christian Science Hymns—Miss Nevada Van Der Veer, Nationally Known Soloist, the Artist

The Columbia Graphophone Co. announced recently that Miss Nevada Van Der Veer, nationally known as a soloist and for some time the soloist in the First Church of Christ, Scientist, New York, has recorded two Christian Science records which were released a few days ago. The numbers featured on these records are "Oh, Gentle Presence" and "The best known and best loved poems of Mrs. Mary Baker Eddy, and "How Beautiful on the Mountains." Both of these numbers have appeared in the Christian Science Hymns for many years and Miss Van Der Veer's splendid contralto voice represents them to excellent advantage.

The [illegible] Hall Gramophone Parlors, 1304 First avenue, Seattle, Wash., have added the Sonora second line.

DENVER

Holiday Demand Making Itself Felt—Expect Machine Shortage—Freight Delays Hurt Business

Denver, Colo., December 4.—Talking machines are beginning to move for the holiday trade according to local dealers. As usual, December is always a big month, but some worry is expressed that the required number of machines will not be here by the arrival of December 25. Jobbers are trying to keep up with the demand at the factory end and slow freight shipments are causing the worry. For a number of the local dealers the month of November went ahead of the same period a year ago and for others the months business did not come up to that of October.

Little Things Oft Attract

When Russell Gates, Seventh street dealer in the Brunswick and Columbia phonographs, wanted to call the attention of the passers-by to the fact that by paying one dollar down they could buy one of the phonographs he handles, Mr. Gates placed a revolving display made of some number which repeated a dollar bill and on top of which a small red ball was attached, a feature in its revolutions. Actual business could be traced to this window trim. Quite a few machines were sold during the month to be delivered Christmas. Records have picked up in volume of sales and one thing that has brought people into the store are large signs cards in the window calling attention to some special number.

Business Picking Up on Broadway

Three music houses on Broadway, the leading business street in South Denver, report business picking up. The Ness Music Co., at 65 South Broadway, reports the Sonora as gaining ground daily in Denver sales. The company handles the Sonora as its main line, but also has the Columbia. The Carl Schultz Piano Co., on South Broadway, reports business with the Edison and Starr a little quiet for November. However, Mr. Schultz is looking for a good holiday trade.

Buys Own Building

The Larson & Johnson Music Co. got tired of having its rent boosted and bought a building for its use, moving about a week ago from 65 South Broadway to 61 South Broadway. The building was completely remodeled and is a decidedly attractive music house for South Denver. Besides the main sales and show room, where Victrolas and pianos are displayed, there are four well furnished demonstration booths for the Victrolas and a large space set aside for records. At the rear of the store is a well equipped workshop. In stores the only new ones handled are those made by Behr Bros. Business has opened up in fine shape in the new location. A window machine, electrically operated, pours forth music that he who runs may hear and as the store is open evenings many come in at that time, attracted by the window machine music, and as a result many records are sold. Mrs. Helen Witwer is the capable talking machine demonstrator and is a clerk in the record department.

Reports Two Good Months

A. A. Delzell, manager of the Columbia Stores Co., wholesale distributors for the Columbia Grafonola in Colorado and other Western States, reports October and November as two good months with a large volume of business. Dealers who anticipated a big December will have a big volume of sales to record when the end of December comes. Shipments were pretty well cleaned up the latter part of October. "There has been a tremendous increase in the sale of records and these are coming through in fine shape," said Mr. Delzell. The New Process record, abolishing surface noises, has made a hit and Mr. Delzell has a pile of letters on his desk from dealers throughout the territory telling of the increased sales since the New Process record had been received. The Andrews Music Co., of Trinidad, Col., has held a big campaign for the sale of Columbia machines. The stock was sold out and the company had to place new orders through the Denver wholesale house.

Hitting On All Four

H. W. Sanders, manager of the talking machine department of the Denver Music Co., is much pleased with the business done during the month of November. He handles four makes, the Victor, Sonora, Columbia and Brunswick, and in the sale of these instruments he finds he has been hitting on all four. Two favored Sonora models are the Marquette and the Queen Anne, says Mr. Sanders.

Shipments Very Slow

Norman D. Laarp, buyer for the Edison department, wholesale and retail, of the Denver Dry Goods Co., says November business has fallen off in his territory and that the month's business did not equal that of October. Slow freight shipments make promises for the delivery of machines for the holidays a precarious business. The popularity of the new console models put out by the Edison Co. has swamped the factories. A change is noted over last year's business in that people either want to buy a $100 phonograph or a real expensive model, there apparently being no happy medium. The one spot in this territory where they are doing business and a lot of it is Casper, Wyo., the Edison dealer there reporting a tremendous business. Northern Colorado farmers, whose crops were destroyed by hail this Fall, are not buying many machines and in New Mexico business is quiet. In Denver, Colorado Springs, Durango and Trinidad business is on the increase. The Hausman Drug Co., which formerly handled another agency,

has discontinued it and has become thoroughly Edisonized, taking over the Edison agency for Trinidad, which was formerly held by the Trinidad Furniture Co.

Little Bit Ahead

Business for November was a little bit ahead of November, 1921, says J. H. Thompson, manager of the phonograph department of the Charles F. Wells Co. This is due, he says, to the better facilities to handle the trade, the department being in its new quarters on the lower floor with numerous booths for demonstration purposes. Larger instruments seem to be going well. The Brunswick and Victor machines are handled and a special drive has been made on the "Yorck," put out by the Brunswick Co. The new branch store at Casper, Wyo., is doing a good business.

Club Plan Brings Results

H. V. Hunton, manager of the Victor department of the Knight-Campbell Music Co., says the Christmas club plan has gone over big. Some very good-sized deals have been consummated, a period model at $750 having been sold this week with many flat top models ordered. It is hard to keep in stock the record "Three o'clock in the Morning," so heavy is the demand for this number.

November Best Ever

"The best November we have ever had," says J. H. Blinn, manager of the phonograph department of the Baldwin Piano Co. He bases his figures to back up his statement on his sales of Columbias and Sonoras, with Sonoras leading, the period models being the most favored type. The sale of records has also gone big, says Mr. Blinn.

The Place to Sell

Oscar Frazier, manager of the talking machine department of the Darrow Music Co., believes the store is the place to sell the instrument and not in the kitchen. In other words he does not have salesmen out making a house-to-house canvass for business. He believes in spending money in newspaper advertising and bringing people into the store in that way. At present a big campaign is being successfully prosecuted by the company through the newspapers. [illegible] to the department [illegible] store has been [illegible] records [illegible] good holiday business [illegible] bumper [illegible]

The Sonora Music Co. on [illegible] anticipates a good holiday [illegible] sales.

Miss Nell [illegible], [illegible] sheet music department in the [illegible] with the organization [illegible] abandoned, he [illegible] with the Charles F. Wells Music Co. [illegible] popular [illegible]

NYACCO SALES INCREASING

Max Willinger Makes Optimistic Business Report—Manufacturers Making Important Plans and Placing Orders for New Year

Max Willinger, president of the New York Album & Card Co., New York, [illegible] report that the demands on Nyacco albums [illegible] from all sections of the country from both dealers and manufacturers. Mr. Willinger recently returned from a trip through the Middle West, calling upon a number of phonograph manufacturers relative to PDA album equipment. It is encouraging to know that Mr. Willinger found many [illegible] preparing for a big year and planning on production for PDA. He was [illegible] substantial business for the coming year [illegible] manufacturers taking advantage of the Nyacco album prices [illegible] Natural [illegible] very lower.

Mr. Willinger [illegible] buying activity on the part of the [illegible] he is an indication that the [illegible] year of 1923 promises [illegible] has released no price [illegible].

HARRY A. BEACH OPTIMISTIC

Harry A. Beach, [illegible] Connecticut Co., has been [illegible] in New York City recently. The [illegible] district, as well as New York State and New England, [illegible] Mr. Beach and he reports [illegible] in the territory with [illegible] Better still, he says [illegible] period of [illegible] terms, [illegible]

A [illegible] purchased the [illegible] business of F. F. Ba[illegible] continued handling [illegible]


STEGER
the finest reproducing Phonograph in the World
HAPPY is the home that possesses a Steger Phonograph at Christmas time—as well as at every other season of the year. For the incomparable Steger is a magic entertainer that brings never-ending enjoyment and fun to every member of the family.
The Steger plays all makes of disc records—music with such sparkling vivacity that the listener may readily imagine himself in the presence of the living artist.
Its many exclusive features, the wonderful Steger tone arm, the scientifically designed sound amplifying chamber of even grained spruce and the unique get at-able record file, have won universal recognition for the Steger as the finest reproducing phonograph.
Sell the Steger!
From a sales standpoint, the artistic Steger offers substantial possibilities to the active dealer. It is backed by an effective merchandising plan that adds immeasurably to the value of Steger representation.
Desirable Territory Open
Write today for the Steger proposition and our latest style brochure if you want satisfied customers and attractive profits.
Phonograph Division
STEGER & SONS
Piano Manufacturing Company
Established by John V. Steger, 1879
Steger Building, - - CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."
Model 505 $165
Model 502 $125
Model 504 $190
Model 503 $135
Model 501 $160
Model 510 $200
Model 500 $50

BUFFALO

The Volume of Business Surprises Even Most Optimistic — Artists Help Record Sales — Recent Notes

Buffalo, N. Y., December 4.—Christmas business that exceeds the loudest expectations of the optimists is now assured to the talking machine trade of Buffalo and western New York. Holiday buyers came early and in large numbers and Christmas eve was and the great majority of retailers in this district with the smallest stocks which they have had in many, many months. Three months ago no dealer in the district would have ventured to predict business on the scale which developed late in November and early in December. An attitude of pessimistic apprehension gave way to a real battle for machines. This is true of practically all the standard lines. Many purchasers, unable to find just what they wanted in one line, went to other stores and after a little shopping found something to their liking. Out of the shortage of instruments has developed a general prosperity that promises to make it a real merry Christmas for the trade in Buffalo and vicinity.

Shortage of Victor Machines

C. N. Andrews, Victor wholesaler here, declares business has come far beyond the best expectations of the trade. Several shipments of instruments were distributed as rapidly as they were received and there was a better supply of all models than has been expected, but still not enough to meet the huge demand that developed after November 15. A similar shortage is reported by the Eddy-Farrell Music Co., Victor wholesaler, which does a very extensive business in this territory.

Anniversary Ads Result in Sales

Charles Hoffman, of the Hoffman Piano Co., Sonora and Brunswick dealer, recently celebrated the twentieth anniversary of his concern. An anniversary advertising campaign was instituted which to date has resulted in many sales of various types of instruments.

Columbia Activities

The Columbia national advertising of the New Process records caused a reaction in this section that was tremendous. Local dealers have taken steps to tie up with the publicity by running newspaper ads in connection with those of the company and also an attractive window display featuring a cut of the ad. The stock of the local branch is being rapidly depleted. Carload orders are being shipped from the factory direct to dealers.

Van and Schenck, exclusive Columbia artists, were recent players at Shea's vaudeville house, where they were received by an enthusiastic house each night. Dealers made capital of their appearance by featuring them in window displays. As a result the demand for their records has taken a decided spurt.

The following Columbia dealers were recent visitors to the local branch: Mr. Bender, of Markson Bros., Syracuse; Gus Markson, of Auburn; A. J. Goldstein, of Niagara Falls; Mr. Martin, of Fredonia; Samuel Sach, of Jamestown, and W. R. Marsh, of Nunda.

"Three o'Clock in the Morning," is still holding its tremendous popularity and is selling better than ever. Others meeting with special favor are Paul Specht's dance record of Lostra "Good-bye," "Tomorrow," by Ted Lewis, and "Why Should I Cry Over You," by Eddie Elkins.

Victor Artists Boost Record Sales

Elmwood Music Hall was taxed to capacity for the concert of Mme. Amelita Galli-Curci, of the New York and Chicago Grand Opera companies and Victor artist. Floor, galleries and stage were filled, while other admirers of the soprano stood throughout the performance. Dealers in Victor records say that the concert has stimulated the sale of Galli-Curci records to a surprising degree.

John McCormack, one of the most popular Victor artists, recently gave a concert to one of the most enthusiastic audiences ever receiving an artist in Buffalo.

The Boston Symphony Orchestra, also Victor artists, appeared in concert here not long ago and they were received by an enthusiastic audience.

Fire Damages Edwards Store

E. W. Edwards & Sons, one of the largest department stores in Buffalo, carrying a large line of Edison talking machines, suffered fire loss estimated at about $3,000 recently. The blaze was soon under control and the Edison department was not damaged.

Dealers Interested in Community Service

A number of dealers in talking machines in Olean are taking an active part in the newly formed committee of Olean Community Service, an organization formed for the purpose of developing a number of musical projects in that city.

Brief Items of Interest

The Danielson Music House, of Jamestown, N. Y., suffered an $18,000 fire loss to its stock in the $500,000 fire that recently swept the business section of Jamestown.

Chester E. Campbell has been made assistant manager of the Gould Bros. Music Store, Niagara Falls. He is well known in the music trades, having been former manager of the Rudolph Wurlitzer store in that city.

H. J. Stone, president of the H. J. Stone Furniture Co., Niagara Falls, handling talking machines, has announced the purchase by his company of the property adjoining the City Market having a frontage of ninety feet on Pine avenue, now occupied by credit business concerns.

Vigorous Action Against Moving Instruments

One of the dealers in musical instruments [illegible]

CHICAGO ORCHESTRA WITH OKEH

Guyon's Paradise Dance Orchestra to Make Okeh Records Exclusively—One of the Most Popular Orchestras in Chicago

The General Phonograph Corp., New York, announced recently that arrangement had been completed whereby Guyon's Paradise Dance Orchestra, of Chicago, would make Okeh records exclusively. This organization visited the Okeh recording studio in a recently and made several records which will be released very shortly. Guyon's Paradise Orchestra is one of the most popular dance organizations in Chicago and is well known to dance devotees in the northwest section of that city. Guyon's Paradise is probably the best advertised dance hall in Chicago, catering to a high class clientele that is steadily increasing.

RECENT PATHE DEVELOPMENTS

Old Pathé Business Taken Over by Pathé Freres Phonograph & Radio Corp.—General Stimulation in Trade Reported

The taking over of the business of the old Pathé Freres Phonograph Co. by the Pathé Freres Phonograph & Radio Corp. was accomplished without a moment's interruption in the steady continuance of both production and business. The new company, as previously announced, is officered by men well familiar with the Pathé business.

Eugene A. Widmann, president of the company, and H. L. Lemoine, general manager, together with their associates, are planning big things for the coming year and predict that the famous red rooster will crow louder than ever during 1923. The demands for both machines and the Pathé and Pathé Actuelle records have considerably increased and dealers from all localities report good business. The new radio developments of the company are progressing promisingly and it is expected will shortly be made for the market.

The Webber Music Co. has opened a store on Third street, Red Wing, Minn.

TOLEDO

[illegible]

[illegible]

Machine Shortage Growing

[illegible]

Therefore, merchants are having their volume curtailed in many instances. In others orders are piling up which will necessitate extra exertion when the machines do arrive in order that customers may be served promptly.

Benson Orchestra Big Attraction

Benson's Orchestra, under the direction of Ron Bezy, widely known Toledoan, recently drew one of the largest crowds that ever entered the Coliseum. While the dancers were mainly young folks, all future prospects for records and talking machines, there were people from nearly every station in life. Moreover, a large number of admirers came from surrounding towns to dance. Among the dealers present were: F. H. Hallock, of Crane's Music Store, Bowling Green, O., and a party of six—Wm. G. McClure and party, Napoleon, O.; C. J. Beckman and party, Ottawa, O.; Fred Miner and party, Monroe, Mich., and others. The orchestra created widespread interest in its records and stimulated demand for practically every dealer.

Then again the announcement of the five special Victor records to go on sale December 15, which in the middle of the largest record month of the year, will no doubt result in a large sale. Advance interest is keen. There are three vocal and two fox-trot records in the list. Window displays featuring these records will be in evidence as usual, Chas. H. Wonchester states.

J. W. Greene Co. to Expand

The J. W. Greene Co. is announcing a remodeling and enlargement of its business. The third floor of the present building, which was formerly given over to lodge purposes, has been leased for a term of years. This expansion will give them much additional floor space and provide a fine enlarged talking machine department, L. A. Kopp says. Booths will be appropriated for Brunswick, Cheney and Victor lines. These will be known as talking machine studios. Particular attention will be given to art model console types and the more costly machines will be exploited in a home like atmosphere, and those able to purchase the best will be solicited in an original manner. The improvement will permit of a certain exclusive elegance which most women admire and will help to stamp the store as a woman's most department store. A special feature will be a concert hall with a seating capacity of 300. The work on this enlargement will start immediately after the turn of the new year.

Interest in Radio

Furthermore, radio developments are being followed with much interest here. The Zenith radio outfit is now being exploited through a direct mail campaign. This instrument is able to pick up programs broadcasted from great distances. It is believed that once the proper organizations are in effect, with the present fine programs available, radio will forge ahead at an astonishing pace.

Victor record certificates are being widely distributed. These Christmas gift orders are counted upon to produce a good record volume. They are a request to deliver records of certain value to a certain person and to charge the amount to a given customer. In the past they have turned in a good volume of business.

To Bring Oriole Orchestra to Toledo

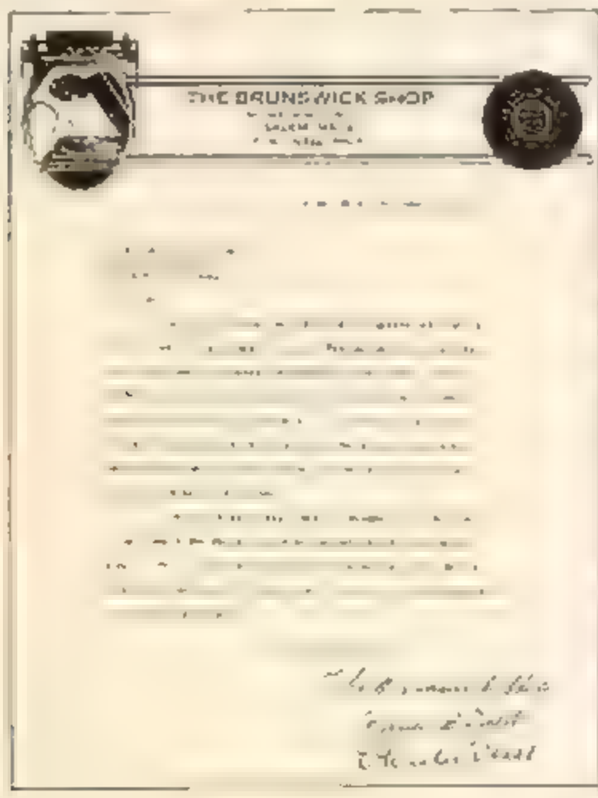
The J. W. Greene Co. will bring the Oriole Terrace Brunswick Orchestra to Toledo for an engagement of dancing January 25. The band made such a favorable impression during its recent local engagement—which was in co-operation with other dealers and the Grotto,—that the Greene Co. decided to negotiate for a return engagement under its own auspices.

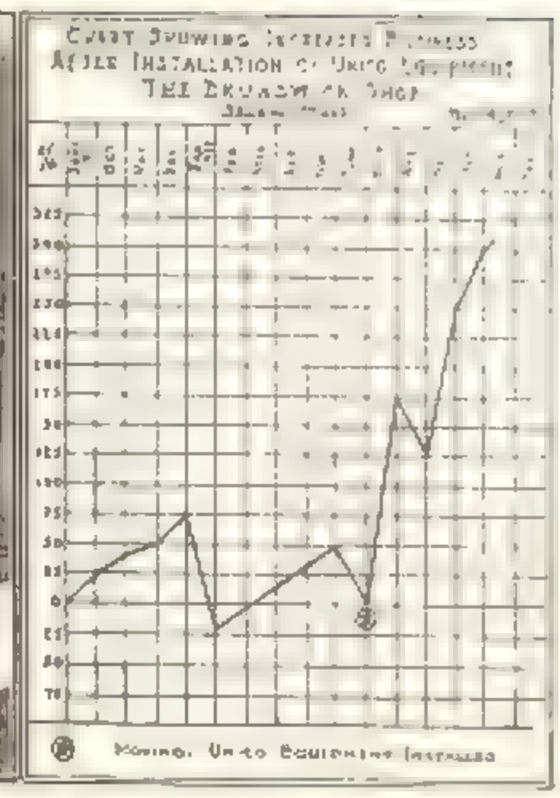
Spratt Bros., Fostoria, O., music dealers, will open a Toledo store in Superior street shortly. Brunswick phonographs are to be featured.

Holds Successful Clearance Sale

Frank H. Frazelle, through his recent sale

Continued on page 82





The Brunswick Shop (Odell Bros.) Salem, Mass.

The Significance of 300%

Graphic Proof of what Unico Service accomplished for one dealer—there are hundreds of similar instances

Yes, you may say, but my problem is different.

Is it, tho? Let's see.

You want to get your share of the increased demand for musical merchandise—then take an inventory of *how* you are going to get it.

Your first thought is probably advertising—good, that's necessary to get the prospect into your store. But does your advertising stop at the front door?

That's what it does if your store is not attractive and definitely planned to intensify and "cash in" on the good impression your outside advertising creates.

Attractive store atmosphere is a definite part of the advertising effort of the progressive dealer. It appeals directly to the *interested* prospect and therefore is of exceptional merit.

Unlike newspaper, billboard or other similar mediums, the advertising of "Store Atmosphere" is not continuing expense. An adequate initial investment is the complete cost.

Unico Service will create an attractive store atmosphere for you and it will be *permanent advertising* of the most economical character.

Now is the time to take advantage of the Unico System and all the benefits of the Unico Service.

Profit by Unico Service—NOW

Winter time is record time. Take full advantage of it, prepare for maximum sales.

Unico Audition Rooms, Racks, Counters, decorative treatments, etc., to equip your store. Unico Sales Helps, Self-Service Units, Display Fixtures, Sales Stimulators, etc., to promote increased sales.

Consult our nearest branch today!
There's a double advantage—lower cost—increased profit.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd

DALLAS, TEX.
209 Dallas Bank Bldg.

SAN FRANCISCO, CAL.
942 Market St.

NEW ORLEANS, LA.
[illegible] Marine Bank Bldg

LOS ANGELES, CAL.
[illegible] Midway Place

SALT LAKE CITY, UTAH
150 Main St

DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.1), England

THE TRADE HAPPENINGS OF TOLEDO

[illegible]

to close out trade-ins and old instruments was able to report a very substantial total. He is also cooperating with the Sonora factory local advertising campaign in an effort to interest new buyers. Vocalion records are dealt in here.

Lion Store Needs More Room

At the rooms in the Lion Store Victrola sales totals are far ahead of last year. The advance holiday demand exceeds any similar period, A. J. Pete reports. The need here at the present time is for more demonstration rooms. It is now necessary to often take customers into the offices of executives in order to provide listening accommodations.

The Benson Orchestra rendered an afternoon concert program at the Victrola rooms during their recent local appearance and several hundred persons crowded into the department to enjoy the music.

Best Selling Records

"Three o'Clock in the Morning," in both the Whiteman and McCormack renditions, continues to outsell other selections. Popular dance numbers in greatest demand are "When the Leaves Come Tumbling Down," "Sunz," "I Found a Lucky Clover" and "I'll Build a Stairway to Paradise."

The 1923 outlook here is extremely bright. Prospects are numerous and as soon as the machine shortage clears volume will go ahead still more steadily, the management feels certain.

At the Lesalle & Koch Co.'s Victrola Shop sales are going forward consistently. On account of the conservative policy of this high grade store, loud advertising or too liberal terms are not employed. People are buying in waves, big days are followed by quiet ones, R. O. Dalmouth reports. The machine shortage while being felt, is not acute at this store.

Building Up Record Sales

A special sales effort which is making sales is that all salesgirls are instructed to ask customers who purchase needles or other supplies, "Wouldn't you like to hear a new record?" People will usually stop to listen to one record, even in a hurry, whereas if asked to listen to the new discs they generally say no.

L. T. Rae Now in Control

A. G. Maxwell, of the firm Rae & Maxwell, has disposed of his interest in the concern to his partner, L. T. Rae. The house deals in Columbia, Aeolians and Brunswicks. The firm stock will not be changed for the present. Mr. Maxwell will remain in Toledo at the store but will devote his time to building a repair and inspection service for all makes of machines. Already several hundred users have signed for the service.

Activity at Grinnell Bros.

At Grinnell Bros. holiday preparations are at their height. Hallowe'en festivities produced a fine record business and Christmas savings clubs will add materially to the demand. The only discouraging sign on the horizon is the inability to secure sufficient merchandise. The talking machine shortage is bad enough, but on top of this is the freight delay, and goods ordered weeks ago have not been received. The future here never looked brighter and the new year seems promise of being a real profit-producing year, Manager R. C. Elwell declares.

Working for Christmas Sales

The Home Furniture Co. is conducting an aggressive holiday campaign to promote Columbia and Brunswick lines. The demand is good and several models are entirely sold out, Miss Helen Canfield states. The instalment plan upon which this house does business is a big factor in closing sales with the working class.

The Nugent Furniture Co. launched a Christmas drive the first week in December for Columbia sales. Instalment terms are offered and deliveries will be made Christmas eve for all who desire the service.

The Goosman Piano Co. has inaugurated an intensive campaign for inquiries. Newspaper ads have a coupon attached which may be filled out and mailed to the store for information. This plan has worked well because many persons expect to buy soon and therefore desire information about machines. The inquiries are followed up by personal calls from salesmen, C. E. Colber, sales manager, states. Columbia, Vocalion, Granby, Fischer and Bush & Lane phonographs are dealt in here.

J. H. Hemsman, sales manager of the C. L. Marshall Co., Detroit, Sonora distributor, was a Toledo visitor the past week.

Talking machine merchants are very optimistic about the new year and are laying plans for an increased business.

SELLS FOUR MACHINES AT ONE TIME

Martinsville, Ind., December 5.—Harry Cure, of Cure & Son, of this city, Brunswick dealers, recently sold four $200 Brunswick machines to one man in Indiana, who is giving them to his relatives as Christmas gifts. Mr. Cure is using this sale as the basis of an extensive publicity campaign whereby he hopes to sell not only one Brunswick phonograph, but from two to four at a time to wealthy music lovers in this territory.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., December 2.—November has been a month that the trade is not likely soon to forget, this because of splendid business, and it is all the more to be held in remembrance because of the business in these same periods a year ago and two years ago. Everywhere the December business is expected to be even better, so that it is not surprising that the whole twelve months of 1922 are expected to make a most creditable showing. As was to be expected, a shortage of goods has already manifested itself. Those who predicted this situation several months ago were laughed at in some quarters, for the word shortage has been refused recognition these past few years as the holiday season approached. Time was when the word was almost the bugbear of the business and it had to be heeded else woe to the dealer. These past few years the word has failed to frighten the trade and there were those this year, following their experience of the immediate past, who are now regretting their inaction in not ordering early and largely. To go back to where the writer started, this is going to be a joyous Christmas because of what has led up to it viewed in a commercial way, and the Boston correspondent congratulates the trade for the turn in the tide and hopes that everyone will possess the jubilant spirit that the season warrants.

Boylston Street Merchants' Ad Drive

The extensive newspaper campaign that was launched by the Boylston Street Retail Merchants' Association at a dinner at the Hotel Brunswick a few months ago has borne good fruit and for several successive weeks the Sunday papers have carried full-page pencil drawings of this thoroughfare shown from various angles and in different blocks. "Each window seems to try to outshine that of its neighbor," says an article in the latest issue of the Sunday Herald. In the list of members of the Association one notes the Henry F. Miller Co., which was one of the earliest members, A. M. Hume Music Co., the Barite Talking Machine Co. and the Mason & Hamlin Co., the latter an active factor in the music trade of Boston, though not actually identified with the talking machine end.

Association Holds Luncheon

The New England Music Trade Association held another of its enjoyable luncheons at the Engineers' Club on November 21, with William L. Nutting, the new president, presiding, and with Carveth Wells, F. R. G. S., as the guest of honor.

After the luncheon President Nutting gave a brief outline of what he proposed to do during the coming year for the Association and asked the co-operation of the members in bringing about a settlement of the various problems. Among his suggestions was that of a two-day convention to be held in the Spring.

The return of Burton R. Miller to the industry as president of the Henry F. Miller Piano Co. was made the occasion of a brief reception to Mr. Miller, who expressed his pleasure at being again in the field.

Mr. Wells gave his famous talk on "My Six Years in the Jungle of Malay." He told weird tales of strange fish and animals and spent some time in describing Malay music and the instruments used to produce it, playing several selections in illustration.

Big Increases in Victor Trade

One learns of splendid Victor business in the territory served by M. Steinert & Sons in a conversation with Kenneth Reed, wholesale Victor manager for this widely known Boston house. Mr. Reed waxes especially enthusiastic over the November business, which was the biggest month in volume ever done by the Steinert house since it has been handling the Victor line. And what is better, Mr. Reed is looking for an even larger business for December. Attention in a pleasant and informing conversation was called to such places as Lowell, Fall River, Brockton and Pawtucket, three of these it will be recalled being textile centers, in all of which cities business has been distinctly good—and better. Mr. Reed told of one dealer in Brockton whose November business was 100 per cent bigger than that of November of 1921, and of a dealer in Pawtucket who did a 175 per cent larger business than a year ago. Right here in Boston there is one store which sold thirty-nine Victrolas in a single day and another disposed of thirty-two machines. Mr. Reed further says that out of a large consignment of goods received from the Victor factory a few days ago every one was out of the Arch street storehouse three days later. Mr. Reed says he hears a good deal about a shortage in goods, but he feels quite confident that, thanks to the foresight of the Steinert house, all its dealers will be reasonably well supplied.

Records by European Artists Well Received

Dealers who are served by the Eastern Talking Machine Co. are most enthusiastic over the new list of Victor records by European artists and there appears to be no reason why the large supply of these eight foreign artists, together with the several orchestras included in the list, should not be among the season's best sellers. One can scarcely conceive of a music lover, once hearing one of these records, not wanting the whole catalog, or at least several out of it. Only a few of these artists, as a study of the catalog will soon show, have ever been in this country, which adds to the novelty of possessing such recordings. The Eastern has laid in a large stock of these records in anticipation of an immediate appreciation on the part of the public. As the trade knows, or should know, these recordings are made through an arrangement with the Gramophone Co., Ltd., of London, England.

New Sonora Co. of New England

The Music Supply & Equipment Co., with which Joseph E. Burke, has long been popularly identified and located at 221 Columbus avenue, has been supplanted by the Sonora Phonograph Co. of New England and will continue its offices at this same address. Mr. Burke continues his close relations with this new concern as he similarly did with the other one, and the new company will continue to serve identically the same territory. For the present John G. Prangle, who is assistant to the sales manager with the parent Sonora Co. in New York, is in Boston completing some of the details incident to the change of name. Mr. Burke reports a very big demand for Sonoras and large invoices being received at this end are eagerly taken by dealers carrying this line. The situation confronting this house is one of oversold.

Run on Hallet & Davis Phonographs

R. O. Ainslie, who is devoting much of his attention to the promotion of the Hallet & Davis talking machine line, says that he is having difficulty in securing enough goods to supply the trade; that the Hallet & Davis dealers, through the New England territory, have taken so many orders that it is a question if these

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THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

can be filled before the end of the year. Very shortly it is the plan of the company to put out new two models, to be known as 3 and 4, to be of the Hepplewhite design, and of the console type. The samples which have been submitted to the Heller & Dorge officials for their approval is of great beauty and attractiveness.

Strand Consoles Move Quickly

Arthur C. Eressman, whose establishment at the corner of Tremont and Avon streets is a well-known rendezvous in the trade, having sent out cards to the dealers announcing the arrival of the entire line of Strand consoles, numbering six different models, held an opening at the warerooms a week ago, and 265 dealers took the opportunity of viewing these machines a careful inspection. The result is that Mr. Eressman is overwhelmed on every side. At the opening Mr. Eressman, who is one of the most enterprising men in the talking machine trade, presented his guests with souvenirs, two of them, one a sterling silver Rodgeport pencil, the other a little reminder book in brown leather, both very handy articles. Mr. Eressman is most enthusiastic over the Strand line with which he is having the most pronounced success throughout his territory, and he has secured good men traveling, Messrs. Mason, Chandler and Hanchorough. And they are doing well with the Vocalion records, too.

Sees a Record-breaking Month

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., is justifiably jubilant over the November business of his house, which was of large proportions in both machines and records. Already in the latter line the advance orders for December are so large as to warrant a business for the last month of the year that will surpass any month in the history of the business except November. When December 31 arrives it looks as though the Eastern could have another dividend worth while to talk about.

Much Talking Machine Advertising

These are the days when the daily papers are full of advertisements of the various houses handling all kinds of machines. The Shepard Stores are calling attention to the Victor and Brunswick lines, featuring the console type. M. Steinert & Sons in most attractive displays are calling attention to the Victor line. The A. M. Hume Music Co. presents the Clarion for consideration. The Houghton & Dutton Co. shows the console Victrola. The Eve Johnson Co. features the Victor. Our old friend, the Pathe, is being offered by one furniture house. The Columbia, too, comes in for a big share of attention in newspaper advertisements and the same is true of the Sonora, Vocalion and Edison lines. The Avona is a machine that the Jordan Marsh Co. has been giving special attention to of late in its newspaper displays.

Business Good With Columbia

Manager Fred F. Mann, of the Columbia, when approached to-day said: "You catch us in a most happy frame of mind, for business is going splendidly. November was a whale of a month and was 130 per cent better than the best month of this year, and 200 per cent better than the best month of last year." He is looking for a very big year in 1923. He is telling of the large volume of sales made by individual dealers in the New England field which far surpasses anything the best of them had ever done. Mr. Mann is going over to New York early in December for a conference with the official Columbia staff.

Vocalion Hall in Fine Shape

Manager Bedsall, of the Vocalion Hall, is on the job early and late, and now that the establishment at 180 Boylston street has been all refitted and rearranged the facilities are of the best for handling the business in Brunswick, Edison and Victor lines. The window display at this place is always most attractively arranged and holds the attention of a large proportion of those passing by.

Big Shipments of Brunswicks

The demand for Brunswick goods continues unabated. Loads of crates of machines filling several cars arrived in town and it was only a short time before every machine was distributed among Brunswick dealers. There has been no effort made just lately to take on any new accounts, as Harry Spencer, head of Kraft, Bates & Spencer, Inc., feels that it would be unwise since the present dealers are demanding such large quantities of goods, and this must be accorded every courtesy.

Attend Eddie Cantor Show

On the evening of November 22 sixty-five of the Columbia dealers with members of their sales forces attended a performance at the Shubert Theatre to listen to Eddie Cantor in

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

"Make It Snappy." In view of the fact that Eddie is a Columbia artist he was quite at home and he seized the opportunity of letting the audience know just what aggregation was in the house and that he was one of those who made records for the Columbia. It is of interest in this connection to mention that just before the Harvard football team went to New Haven for the game with Yale they had their pictures taken with Eddie in black face sitting in the foreground. Eddie was at the Country Club the night before and had entertained the boys in fine shape. Incidental to the Harvard team's visit to New Haven a pleasant feature was the entertainment furnished the boys by Roy Ward, the Columbia dealer in that city.

Opens New Quarters in Franklin

Kenneth Reed, wholesale manager for the Victor department of M. Steinert & Sons Co., went down to Franklin a few days ago for the opening of the new store operated there by George L. Kerr. Mr. Kerr has been a dealer in Franklin for twelve years and lately he leased additional space adjoining his store and made many changes, so that now he has one of the finest talking machine shops in that part of the State. There was a concert both afternoon and evening, in which G. F. Baldelli, of the Steinert's Arch street store, played a prominent part. Talented boy, this Baldelli. There was a big crowd attending this opening.

Frank K. Dolbeer a Visitor

Frank K. Dolbeer, manager of the traveling department of the Victor Co., was a Boston visitor for several days toward the end of November and visited the jobbers and dealers. While here A. M. Hume, of the Boylston street store bearing his name, tendered him a luncheon at the Engineers' Club.

Dallas, Tex., Dealer in Town

Fred Erisman, who has been located in Dallas, Tex., for several years, was a welcome caller in Boston a short time ago, coming here primarily to visit his brother, Arthur C. Erisman, who handles the Strand machine and Vocalion records for the New England field. Fred Erisman, who has the Columbia line in Dallas, has been able to build up a good trade in his territory. He met a number of his old friends while in town.

E. P. Johnson, Jr., Recovering

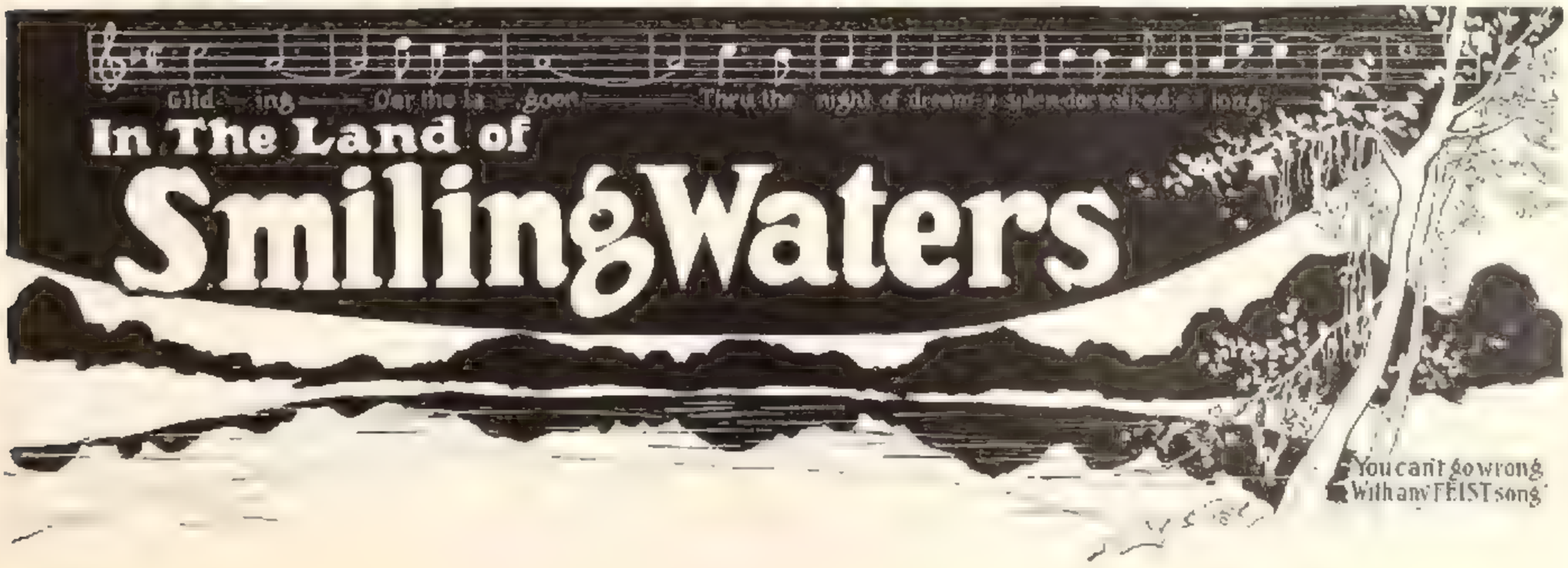
The many friends of E. P. Johnson, who covers the western Massachusetts, Rhode Island and northern Connecticut territory for the Eastern, will be glad to learn that his young son, E. P. Jr., is well on the road to recovery after a serious illness. Mr. Johnson's home is in Brookline.

With the Travelers

James A. Frye, traveling representative for the Victor, is spending a week in Maine, visiting the principal points where there are Victor representatives.

Kenneth Reed, wholesale manager of the Steinert's Victor department, took a few days

(Continued on page 86)



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

[illegible] and lined himself to the Cape to do a little shooting. As he has changed his firearms he'll probably bring back more game than on his previous shooting trip.

O. W. Ray Expected

Oscar W. Ray, manager of the wholesale Victor record department of the Aeolian Co., was expected to visit Boston the early part of December to look over the New England field. He made his headquarters with Arthur C. Erickson. Mr. Ray has many friends here who are always glad to see him.

News Gleanings

J. G. Shanchaness, of the United Music Stores of Portland, Me., was a welcome visitor to Boston lately. Jack, as the trade familiarly knows him, has many friends in Boston, where he was long associated with Arthur C. Erickson before going to Portland.

Robert Stewart, of M. Steinert & Sons, was one of those who went down to New Haven for the Harvard-Yale game, though he himself is a Dartmouth man.

H. L. Pratt, manager of the branch service division of the executive offices of the Columbia, was in Boston several days the end of the month, having come over here with his wife and two children to spend Thanksgiving at his old home.

Miss Anna M. Walsh, who has been in charge of the statistical department of the Boston office of the Columbia Co. has left for California, where she plans to spend the Winter with a sister. Miss Walsh goes West in the hope of benefiting her health.

Peter McInery, supervisor of the dealers' service department of the Columbia Co., is going up to Spencer early in December for the opening of the new and enlarged store of M. Lacourciere & Sons, which is an exclusive Columbia store.

Stephen Colahan, New England manager of the Chenney line, has been spending considerable time of late visiting the dealers in his territory and he has signed up with several large concerns to carry this line, beginning with the new year.

Speaking of the Strand's New England popularity, Arthur C. Erickson said the other day that in the month of October fifty-six new accounts were opened.

SELL STEWART PHONO CO. ASSETS

J. W. Kingsbury Takes Over All Assets of Bankrupt Concern in Binghamton, N. Y.—Plans to Continue Business, It is Said

Binghamton, N. Y., December 6.—John W. Kingsbury, former proprietor of the Lewis House, purchased the assets of the defunct Stewart Phonograph Co. for $12,000 at the public auction conducted recently by Trustee William H. Riley. This includes the real estate on Spring Forest avenue, certain patents and other assets, with the exception of cash and accounts receivable. Liens totaling $20,879.94 against the bankrupt estate are also assumed by Mr. Kingsbury.

Despite the seemingly large sales figure the creditors of the concern, outside of the Federal and State Governments, will receive nothing. The claims of the two Governments, of preferred nature, aggregate between $9,000 and $10,000, according to Trustee Riley, and after these have been satisfied and the expenses of administration added in, there will be nothing left for the ordinary creditors.

The patents were sold to Mr. Kingsbury, but without any guarantee. It is up to the new purchaser to iron out the matter with the Banfield Co. of Canada, which claims ownership and voiced opposition to the sale.

It is understood that the business will be continued by a new concern, headed by Mr. Kingsbury.

KERR'S VICTROLA SHOP OPENS

Formal Opening of Woonsocket, R. I., Firm Marked by Concerts

Woonsocket, R. I., December 7.—The formal opening of Kerr's Victrola Shop, this city, recently was marked by concerts in the afternoon and evening which were attended by large and appreciative audiences. Representatives of the Victor Co. from Camden, N. J., and from several Victor wholesalers were present. Mr. Kerr was pleasantly surprised by a gift of a large potted [illegible] from one of the [illegible] Victor houses. The affair was a [illegible] success of high order. The warerooms is [illegible] and modern [illegible] place to shop.

AKRON, O.

Expect Record Holiday Business Resumption at Local Industries Exerts Influence on Trade

Akron O. [illegible] the manufacturers make good [illegible] deliveries of many models that have been absent from sales floors, Akron music stores will experience the biggest business volume in recent years during December. A survey the past week disclosed that all stores are busy dealing with holiday buyers and that sales are on the increase with the near approach of Christmas.

Industrially Akron continues to improve. Accounts which have been on the books since the eventful rubber slump of several months ago have been collected and again rubber workers are able to pay as they go. Thousands of dollars in "lost" accounts have been cleaned up by merchants the past three months. Music dealers say they expect fully sixty per cent of the Christmas talking machine business to be cash. Few prospects are asking for credit.

Higher priced machines are moving best although there has been a big call for the $100 and $125 machines. Console models are moving much better and would probably represent the greatest volume of business were dealers able to obtain sufficient stocks.

Considerable business is reported in the farm districts near Akron. Practically all stores have been out in the rural districts and now that farmers have their crops harvested they are giving more time and thought to the Winter entertainment in the home.

Jerome Dauby New Chamber Head

Jerome Dauby, secretary and general manager of the M. O'Neil Co., operating one of Akron's largest department stores and who for years has supervised the buying of the music and talking machine departments of the big store, at a meeting recently was named head of the Akron Chamber of Commerce. He has been active in the Retail Merchants' Association for several years.

Form Mutual Protective Association

Formation of a Mutual Protective Association and apprehension and prosecution of shoplifters, check forgers and dishonest employes will be a part of the 1923 program of the Akron Retail Merchants' Association, with which 90 per cent of Akron music dealers are affiliated.

Lauder Aids Community Fund Drive

Through the efforts of Edward Polinz, of the Windsor Polinz Co., Harry Lauder, celebrated Scotch comedian, who offered a concert here at the Armory two weeks ago, opened the community chest drive with a spirited talk which was heard by 200 business men and chest workers. Lauder's visit here [illegible] was [illegible] his own [illegible]

Opens Alliance Branch

Announcement has been made that the store of T. W. Cope & Son, effective immediately, will represent the well-known piano firm of Alford & Fryar, Canton, O., in the Alliance district. The new department is now open and the following well-known makes of pianos are being shown: Mehlin & Sons, Steck, Packard, Chase Bros., Hackett and Hallet & Davis. Cope pianos will be featured in the department at present, but later it is planned to add a line of talking machines and records.

East Liverpool Merchants Complain

Retail business in the East Liverpool district despite the fact that the Christmas shopping season is at hand, is off approximately 40 per cent, it was disclosed following a recent survey. Street cars have not been operated in the upper Ohio Valley since May 1 last and more than 17,000 general ware potters left their posts October 1 when manufacturing potters refused to grant them a 7 per cent wage increase.

Joins Warren Firm

Russell Jastatt, former Edison phonograph salesman with the George E. Buss store at New Philadelphia, O., has resigned to accept a similar position with the J. W. Stewart Co. at Warren, O., which store was only recently opened. He left this week to assume his new duties.

Garver's Anniversary Sale

Sales exceeded all expectations at the twenty-sixth anniversary sale of the Garver Bros. Co. at Strasburg, O., known as the world's largest country store. It was of ten days' duration and price concessions were made in every department, including the music section.

BANNER RECORDS FOR THE HOLIDAYS

Plaza Music Co. Makes Special Release of Appropriate Selections for That Season—Early Ordering Advised to Prevent Delays

The Plaza Music Co., manufacturer of Banner records, has released some appropriate selections for the holiday season. These not only comprise sacred and secular songs, but include several titles with particular appeal to children.

The sales department of the above company had an unexpected rush of orders during late November and early in December which made necessary arrangements for larger production and distribution. The pressing plant of the company will work overtime until after the holiday season. Owing to the prevalence of congestion in shipments during the holiday season it has been suggested that the trade anticipate its requirements well in advance.

The Griggs Music Co., Moline, Ill., has secured more spacious quarters at 1113 Sixth avenue, which it will occupy shortly.

KANSAS CITY

Demand for Machines and Records Increase Steadily as Holidays Approach—Machine and Record Shortage Growing—The Notes

Kansas City, Mo., December 4.—Judging from reports the trade situation in the Kansas City territory just at this time is comparable with that in other sections with a shortage of machines, and in some cases records, which is growing more serious as the holidays approach and a demand that is growing steadily. Among the machines the console or flat top models seem to be the favorites.

The Victor-Arnold Music Co. reports that the last six months of its handling the Cheney phonograph has been most encouraging. The firm has not attempted anything spectacular in the way of sales campaigns, but has steadily worked to call the attention of the public to the quality of the instrument. The result has been a sales volume very much larger than was anticipated when it took up the work. In connection with the Cheney the firm has handled the Vocalion records with equally gratifying results. Recently it has added to its line the Aeolophone console model, which has proved very popular. The new console model S, at $125, has made its appearance at the Kansas City branch and the sales force is enthusiastic about it.

Manager M. M. Blackman, of the Edison Co., is radiating good cheer and optimism. He reports that the new Edison models have been so enthusiastically received that there have been twice as many orders booked as they have been able to deliver. The difficulty is that the factory has not been able to meet the demand despite the fact that it was expected that the demand would be large and the factory increased its facilities something like 25 per cent. This is confirmed by a statement made by R. R. Kanes, vice-president of the company who is making a tour throughout the West. He has been recently in the North and comes down here through Iowa and Nebraska. He reports that in these States, as well as farther North business has so improved on account of the splendid crops that there are very large demands where a year ago there was practically none.

Mr. Blackman, who is running the retail Edison Shop in Kansas City as well as attending to the jobbing department of the business in Kansas City territory, is having a splended business this Fall. One of the elements of his success, he thinks, is the line of advertisements he is putting out. They are written like a personal letter and signed personally by Mr. Blackman. He has had comments to make them just the personal talks and that he finds that the people read them and talk about what is in them. Of course, that means sales.

The Brunswick dealer at Pawhuska, Okla., L. J. Briscoe, recently completed a musical census of that city and reports the sales of an unusual number of phonographs as well as compiling a large prospect list.

Paul R. Schul, of the Schul Music Co., Wichita, has erected a new building and is now equipping it with attractive fixtures and everything that enters into the making of an up-to-date, beautifully furnished music store. A complete line of Brunswick phonographs and records will be handled by Mr. Schul.

The Topeka Music Co. has opened a new store at 603 Kansas avenue, Topeka, with a complete line of Brunswick phonographs and records. Mr. Morrison is manager of the new establishment.

Aside from Brunswick connections in Topeka and Wichita the Kansas City branch of the Brunswick Co. has recently established a number of other new accounts throughout the States of Missouri and Oklahoma.

The Artophone Corp. in the Kansas City Life Building, has recently added the entire line of the Strand phonographs, including the most exclusive period models, in its shop. One of the Strand products which has had a most unusually heavy sale and the Artophone people have added it to the Concertone.

The J. W. Jenkins' Sons Music Co. has arranged a most attractive Victrola Shop in association with Mr. Jeffries, of the Crestwood Jewelry Shop, at Fifty-fifth and Brookside. Two separate booths have been arranged to display the Victor models. Comfort and beauty were both under consideration in planning the rooms. Divans and attractive chairs are placed there for the convenience of music lovers and pretty little lamps set it off to advantage. The neighborhood is very desirable and the J. W. Jenkins' Sons Music Co. has priority in the territory.

E. R. Smith, Columbia branch salesman for the western part of Missouri, has won a great reputation as a salesman. Just inquire at Noel, Mo., for further information.

The Joplin Furniture Co., exclusive Columbia dealer in Joplin, Mo., appreciate the value of tying up with Columbia artists, and when Florence Macbeth appeared in Joplin on November 13 advantage was taken to arrange a special window display, the distribution of Mac-

both circulars, the printing of the program with its ad and by covering with its entire list of record customers through a special letter.

SECURES VICTOR AGENCY

Rockford, Ill., December 6.—Arrangements have been completed by which the Haddorff Music House, one of the best known concerns in the northern section of the State, has taken on the agency for the Victor line of talking machines and records.

Hangen's Music House, 47 South Sixth street, Reading, Pa., has been enlarged and remodeled.

IN POSSESSION OF NEW QUARTERS

Mohawk Works of Art, Inc., Now Enjoys Splendid Facilities for Artistic Decorative Work

The Mohawk Works of Art, Inc., which specializes in artistic decorating on talking machines, has taken possession of its new quarters. Located in the same building, at 160 Fifth avenue, the new studios of the company are on the top floor, which provides a maximum of light and also six times the facilities. Accordingly the staff of decorating artists has been materially increased. M. P. Estrin, head of the organization, has been very careful, however, in the selection of artists and none but thoroughly experienced decorators are employed. The new quarters provide a large reception and display room, an attractive private office for Mr. Estrin, a varnishing room, two large decorating studios and a finishing room.

This enterprising concern, although starting in a modest manner in July of this year, has made rapid progress with the field still fertile before it. While the orders for decorating work were originally from local metropolitan dealers, orders are now being received from all over the country and outside of the United States as well. A number of manufacturers have also placed orders for special decorations. A new policy has been lately inaugurated by this company, which is being accepted by a large number of dealers. An offer has been made whereby dealers placing orders for $150 worth of work or more will be entitled to a window display for these models, including a background and special decorations in Japanese design. This display will be loaned for a period of two weeks.

Mr. Estrin reports that the special decorating of phonographs has become very popular and predicts that in 1923 this idea will have still further growth. He also predicts generally good business throughout the coming year and states that the policy of the company will be, as in the past, to extend every co-operation to the dealer and manufacturer not only in producing work in accordance with its designs, but in providing exclusive designs where desired. The company is preparing its first catalog, which will be ready for the trade about February 1. This catalog will attractively portray some of the original effects to be obtained in the Mohawk studios.

ORDER BRUNSWICK FOR ROUMANIA

Mr. and Mrs. M. A. Younkman, of the Brunswick Shop, of Tulsa, Okla., ordered a Brunswick phonograph shipped to their daughter in Roumania. The instrument was shipped from the New York Brunswick branch office.

Slashing prices breeds suspicion on the part of the thinking public.

IN PITTSBURGH

Yuletide Spirit Makes Itself Felt in Talking Machine Trade Circles—Slow Rail Deliveries a Disturbing Element—The News

Pittsburgh, Pa., December 9.—What will in all probability be one of the best seasons for the sale of talking machines and records in the Pittsburgh district is under way, and practically all dealers are unanimous in affirming the proposition that "business is good and sales are larger than we had anticipated."

The spirit of Yuletide is in the air and the past two weeks have been very busy ones with the trade. The one uncertain element is the fact that some lines of talking machines are hard to get, due to the inability of the railroads to "function" properly. Some of the downtown talking machine dealers are of the opinion that in certain high-grade lines of well-known makes such as the Victor, Cheney, Sonora, Brunswick, Edison and Columbia, there will be a shortage.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in reviewing the situation, said: "Our business is showing a marked increase over the corresponding period a year ago and if we were able to get our orders of Edison phonographs from the factory on time, it would be most desirable. The railroad situation has certainly played havoc with the prompt receipt of Edison merchandise. From what the various dealers, whom we serve, tell us, it is my candid opinion that the coming holiday season will be a very satisfactory one."

Edison Tone-Tests Bring Business

Mr. Buehn stated that the series of tone tests which closed a few days ago in the Pittsburgh zone was a decided success. The artists were the Fleming Sisters Trio and Joseph Phillips, the noted singer.

The various Edison dealers who held the tone tests were as follows: Weller Hilliard Drug Co., Coraopolis, Pa.; Horne Furniture Co., Braddock, Pa.; Plodinec Furniture Co., Woodlawn, Pa.; Findt Music Co., Steubenville, O.; Webber Music Co., Lisbon, O.; J. M. Burns & Son, Waynesburg, Pa.; G. W. P. Jones Music Co., Washington, Pa.; J. H. Laberton, Burgettstown, Pa.; Carnes & Co., Parkersburg, West Va.; Marietta Furniture Co., Marietta, O.; Furbee Furniture Co., Mannington, West Va.; H. P. Rodewig & Co., Bellaire, O.; M. J. Commons & Sons, Patton, Pa., and Inhoff Music Co., Clarion, Pa.

Local Carola Representatives

The Carola cabinet phonograph is being handled by Boggs & Buhl, Campbells', Kaufmann's, Kaufmann & Baer Co., the Rosenbaum Co., and the Johnson Music Co.

T. A. Shortell, manager of the Victor department of the S. Hamilton Co., stated that business conditions were improving and that all indications pointed to a very satisfactory volume of sales for the holiday season. The higher-priced lines of Victrolas, Mr. Shortell stated, were in good demand.

John Henk, manager of the Columbia Music Co., Columbia and Edison dealer, stated that trade conditions were good and that he anticipated a very brisk holiday season. He said: "From what I can see at present, it appears as though talking machines and records will be popular this year as Christmas gifts. One of the sales we made a few days ago for a holiday gift was a $500 machine with a large number of records. The sales of records are keeping up well."

Long Service Rewarded

John Murray, who for many years was in charge of the talking machine department of Spear & Co., in whose employ he has been for the past twenty-five years, was tendered a testimonial dinner at the Lincoln Club recently in honor of his quarter of a century affiliation with the firm. Officials of the firm presented him with $1,000 and the employes gave him a solid gold watch and chain.

Chauncey R. Parsons, manager of the talking machine department of the Rosenbaum Co., is sending out to his clients a handsome circular devoted to explaining the merits of the new Sonora period model, Queen Anne. Sales of Victor records, Mr. Parsons said, were very brisk.

L. A. O'Neill With Horne & Co.

L. A. O'Neill, who was connected with the Buehn Phonograph Co. for several years, latterly as manager of their retail store, is now connected with the talking machine department of the Joseph Horne Co. A. R. Meyer is manager of the department which is one of the largest and most complete in the city. Mr. Meyer is looking forward to the usual large volume of sales that his department records in the holiday season.

Among the new additions to the list of Sonora dealers here are the Fullerton Music Co., of Punxsutawney, Pa., and the McDonald Furniture Co., of McDonald, Pa.

With the Brunswick Dealers

Brunswick dealers in the Pittsburgh district are receiving their phonographs, records and supplies from the Cleveland, O., office according to a notice sent out recently. Lowell Hart is located at the Pittsburgh office. J. J. Hornberger has been appointed traveling representative and will cover Pittsburgh and Allegheny County. Mr. Hart will continue his active interest in the trade and confer with the dealers in this territory from time to time. Mr. Hart stated that sales have been good and that every effort has been made to meet the demands of the various Brunswick dealers in

(Continued on page 92)

NEWS FROM PITTSBURGH TERRITORY

[illegible] Pittsburgh district. Among the new [illegible] are the Hardwick Music Co., Uniontown, Pa., and the Homer Music Co., of Homer City, Pa.

Campaign on New Columbia Records

The Columbia Graphophone Co. has been [illegible] an extensive advertising campaign [illegible] Pittsburgh district, featuring the new [illegible] records. This has been of great help to the Columbia dealers, who highly appreciate [illegible] their "big brother" [illegible]. S. H. Nichols, the well-known Columbia [illegible], stated that he was highly pleased with the huge increase in sales of the Columbia machines and Columbia records and was convinced that the coming Christmas season would be a very lucrative one for retailers and distributors alike.

William Hamm, manager of the Rudolph Wurlitzer Co., stated that sales of Vocalions and Victor records were far above his expectations.

Earl S. Mechling, manager of the Dawson Piano talking machine department, which is now located at 955 Liberty avenue (second floor), reports the sale of Starr phonographs and Gennett records as very brisk.

Strong Demand for Victrolas

Fred Drake, manager of the retail Victor department of the W. F. Frederick Piano Co., is very optimistic over the turn that business has taken and is confident that the holiday sales of Victrolas and Victor records will eclipse all previous seasons. High-grade Victrolas, Mr. Drake stated, were in strong demand.

H. H. Fleer, manager of the retail Victor department of the C. C. Mellor Co., said: "Our business in the Victor line is showing up remarkably well and the only disturbing factor is the fact that we will not be able to secure sufficient Victrolas of certain styles to meet the demand of our patrons."

SONORA JOBBER IN NEW ENGLAND

Sonora Phonograph Co. of New England Takes Over Business of M. S. & E.—Jos. H. Burke in Charge of Important Sales Department

The Sonora Phonograph Co., New York, announced this week that arrangements had been completed whereby the Sonora Phonograph Co. of New England had been formed to take over the business of the M. S. & E., Sonora jobber at Boston, Mass. The officers of this new jobbing company are as follows: President, Geo. F. Brighton; vice-president, S. G. Martin; vice-president and general manager, John T. Pringle; secretary and treasurer, A. C. Valeur, and sales manager, Jos. H. Burke.

The business will be conducted as heretofore at 221 Columbus avenue, Boston, Mass., and Mr. Burke will be in charge of sales, as he was with the M. S. & E. Plans are being made to give Sonora dealers in New England maximum cooperation in developing their 1923 business.

OTTO HEINEMAN'S TWENTIETH ANNIVERSARY IN INDUSTRY

President of General Phonograph Corp. Associated With Phonograph Trade for Two Decades—Brief History of His Remarkable Accomplishments and Phenomenal Success Here and Abroad

While Thursday, November 30, was generally observed as Thanksgiving Day throughout the nation, it carried with it just a little more significance to Otto Heineman, president of the General Phonograph Corp., New York, for it marked Mr. Heineman's twentieth anniversary as a member of the talking machine industry. Congratulatory telegrams and letters from his business and personal friends throughout the country and in Europe were received by Mr. Heineman at his home and the day was generally marked by festivities appropriate to the importance of the event.

Mr. Heineman's association with the phonograph industry dates back to November 30, 1902, when in company with two other young men, Max Strauss and H. Zunz, a talking machine store was opened in Berlin, with the impressive capital of $500 in cash. The business grew slowly, but all of the partners were ambitious and they managed to scrape together about $4,000, with which they purchased the business of Carl Lindstrom A. G., of Berlin. The $4,000 was used as a cash payment, with the balance to be paid over a long period of years.

From this modest beginning there were founded two corporations of world-wide fame, for the General Phonograph Corp., with its factories and offices in different parts of this country and Canada, and Carl Lindstrom, A.G., of Berlin, with its factories and offices throughout the world, are the direct results of the small phonograph store in Berlin. Mr. Heineman and Mr. Strauss have both reaped well-deserved rewards for their indomitable energy and pluck, but unfortunately Mr. Zunz, who was a brother of Mrs. Heineman, and an executive of exceptional brilliance, died in 1906, shortly after the three partners had purchased the Lindstrom business.

In 1911 Mr. Heineman arrived in America for the purpose of studying general industrial conditions for the Lindstrom organization, of which he was a managing director, but when the war broke out he was unable to return to Europe. He thereupon decided to embark in the phonograph business in this country and founded the Otto Heineman Phonograph Supply Co., which took possession of a one-room office at 45 Broadway, New York. During the year Mr. Heineman became acquainted with A. G. Bear, of the Hartford Mfg. Co., Elyria, O., who is now a member of the directorate of the General Phonograph Corp., and he and Mr. Bear discussed plans for the production of talking machine motors on a large scale. This had never been attempted here before, but Mr. Heineman with keen foresight and intuition realized that the time was ripe for the introduction of phonographs on a larger scale than ever before. He appreciated the fact that motors represented the most vital part of phonograph equipment and he thereupon decided to enter the motor manufacturing business on an impressive scale.

With this vision as a foundation the Otto Heineman Phonograph Supply Co. in the short period of three years won recognition as the largest independent motor manufacturer in the world. Aside from the phenomenal success of his company Mr. Heineman was a direct factor in the establishment of a great many talking machine factories, which for the first time were able to secure motors in unlimited quantities.

Otto Heineman

In 1918 Mr. Heineman introduced the Okeh record which, at the present time, is the most popular independent record on the market. From the first day that this record was introduced Mr. Heineman had implicit faith in its ultimate success and although the problems that were encountered were numerous and extremely difficult, Okeh records increased in prestige and popularity year after year and for 1922 phenomenal sales totals have been attained.

In 1919 the Otto Heineman Phonograph Supply Co. had increased its activities to such an extent that a new corporate name was deemed advisable and it was decided to name the company the General Phonograph Corp. Mr. Heineman was elected president of the company and has held that office ever since. Under his direction the manufacturing facilities have steadily increased and in addition to Heineman motors, tone arms and sound boxes, the company's products also include Meissel bach motors, tone arms and sound boxes. True tone needles, [illegible] and [illegible] records.

Without doubt the most [illegible] in the tremendous success of the General Phonograph Corp. was the [illegible] in 1920 of [illegible] Street, managing director of the [illegible] whereby the General Phonograph Corp. and the Lindstrom organization entered into a working agreement as to [illegible] for the terms of the agreement the General Phonograph Corp. secured [illegible] period of years all the special machines made by the Lindstrom organization for use in the world. This has enabled the General Phonograph Corp. to [illegible] in every branch of the business, including have been made and are still being made in every part of the world. These [illegible] laboratory researches, making a direct saving to millions of dollars, [illegible] the country have been linked up with the Okeh library in a way that has [illegible] which have lame and prestige.

It is a distinct tribute to Mr. Heineman personally that notwithstanding the exceptional responsibilities which he has shouldered in a business way he has always found time to pay close attention to the personal and social welfare of his organization. At all of the social festivities of the executive office Mr. Heineman is an important figure, joining with the members of his staff in promoting good will and good fellowship throughout the organization.

O. BRIGGS WITH CLAUDE P. STREET

Former Member of Lawrence & Briggs Joins the Claude P. Street Piano Co.

Nashville, Tenn., December 7.—Othello Briggs is now associated with the Claude P. Street Piano Co., which will hereafter carry in stock the new Edison phonograph. Mr. Briggs has been intimately connected with the talking machine business for the past twelve years. He was until recently a member of the firm of Lawrence & Briggs. Mr. Briggs has always been closely associated with music and musicians in Nashville, having been prominent as a singer in several of the Nashville choirs.

He is without a doubt a most valuable addition to the phonograph department of the Claude P. Street Piano Co.

GIVES AWAY PHONOGRAPH AT FAIR

Tulsa, Okla., December 6.—The Brunswick Shop, this city, recently gave away a Brunswick model No. 289 on its booth the last day of the Tulsa County Fair. The result was that about 1,500 names of families in the city of Tulsa who did not have a phonograph were obtained. Several nice sales from prospects, developed in this manner, have been made and the probabilities of many future sales from this source are excellent.

JAMES J. DAVIN JOINS ORMES, INC.

Well-known Victor Wholesale Man Appointed Sales Manager of Ormes, Inc.—Ideally Qualified for New Post—Assumes New Duties on January 2—Popular in Trade

C. F. Price, vice president and general manager of Ormes, Inc., 25 West Forty-seventh street, New York Victor wholesaler, announced this week the appointment of James J. Davin as sales manager of the company. Mr. Davin, who will assume his new duties on January 2, 1923, has resigned as secretary of the Reinicke-Ellis Co., Chicago, Ill.

This announcement by Mr. Price will undoubtedly be welcomed enthusiastically by Victor dealers in the metropolitan territory, as James J. Davin is one of the most popular members of the Victor trade in the East. He has been identified with the Victor industry since 1914 and during the past nine years has won the esteem and friendship of every member of the Victor trade throughout the country.

In 1914 Mr. Davin became identified with the New York Talking Machine Co., Victor wholesaler, and was a member of that company's staff until three years ago, when he joined the forces of the Reinicke-Ellis Co. While associated with this Victor jobber Mr. Davin made a specialty of familiarizing himself with every detail of the Victor dealers' problems and requirements and gradually became recognized as one of the best posted men in the Victor wholesale trade. There was no problem, large or small, that escaped his attention and he was ready and willing at all times to give the benefit of his service and experience to any Victor retailer who could use it. He also made a detailed study of the possibilities of record sales development and frequently spent a week or more at the establishment of a dealer in order to demonstrate the practical value and efficiency of his plans and ideas.

As sales manager of Ormes, Inc., Mr. Davin

James J. Davin

will have unlimited opportunities to utilize his exceptional training in the Victor wholesale field. Ormes, Inc., has made phenomenal progress during the past few years under Mr. Price's able direction and the present sales organization is working to splendid advantage with the Victor retailers in this territory. Mr. Price and Mr. Davin should make a winning team capable of accomplishing excellent results and both Ormes, Inc., and Mr. Davin are to be congratulated upon the consummation of arrangements whereby J. J. Davin re-enters the Eastern Victor field.

During his stay in Chicago Mr. Davin won many new friends and his only reason for leaving the Reinicke-Ellis organization is the desire of his family to return to their old home in the East.

WILL SPEND WINTER IN FLORIDA

Mr. Butler Sr., of the Butler Music Co., Brunswick dealer, Marion, Ind., will leave shortly to spend the Winter in Florida. He will drive down in his automobile. He has extensive orange groves there.

Disinterestedness of salesmen is one of the big factors in causing lost sales.

AVOID PROSAIC ADVERTISING

Talking Machine Advertising Should Not Be Too Practical—Results of Unfair Competition Can Be Minimized Through Advertising

Why do people buy talking machines and records? There is only one answer and that is, because they want them. Life is not drudgery but fun. No one spends several hundred dollars maybe to get a practical and useless piece of furniture. The desire for a talking machine is prompted by the love for musical entertainment as has been emphasized by The World many times. Now, music is not a matter of fact thing and for that reason should not be treated in a too practical manner.

Although this fact is universally known a large percentage of talking machine advertising appearing in the daily papers is "prosy" to a harmful degree. In most instances there is nothing to spur prospective buyers to action nor is there anything to awaken a desire for a talking machine in people who had not thought of buying one. Advertising that features price and relegates to the background the real selling points of the instrument is unproductive of results. Of course this only applies to standard makes of instruments.

There are many fly-by-night dealers who obtain a large stock of cheaply constructed talking machines, lacking both in artistry of design and reproducing qualities, who have nothing in their favor but price, and this is the kind of competition that legitimate dealers can overcome, not by slashing prices until there is no profit, but by showing the public through advertising that the quality instrument, fairly priced, is the cheapest in the end because of superior reproducing qualities and sturdy construction. Certainly no legitimate dealer can afford to compete in price with the dealer who is selling junk. Of course there are a certain class of people who will buy this sort of merchandise, but the legitimate dealer is better off without this trade.

BRUNSWICK EXHIBIT AT TEXAS FAIR

J. R. Reed Music Co. Wins Second Place for Best Exhibit at Central Texas State Fair

Austin, Tex., December 4.—The J. R. Reed Music Co., Brunswick dealer of this city, was awarded second place for the best exhibit at the Central Texas State Fair. The exhibit in addition to a full line of Brunswick phonographs featured sets of the latest Brunswick record hits. The exhibit occupied a space of fifty feet long by fifteen feet wide. It was by far the most popular spot at the fair and resulted in bringing much good business and many good prospects to this popular talking machine firm.

CLEVELAND

Cleveland Music Trade Association Plans Co-operative Move to Stimulate Public Interest in Music — The Activities of the Month

Cleveland, O., December 6.—Joining of forces in the music industry, so that by united effort public interest in music may be stimulated, is a probability for the immediate future in Cleveland as a result of plans proposed at the last meeting of the Cleveland Music Trade Association. At this meeting J. Powell Jones, director of music in the Cleveland public schools, offered suggestions to this end. Primarily a music organization, the Cleveland Music Trade Association has talking machine factors among its membership. Some of these are identified with the Northern Ohio Talking Machine Dealers Association.

The proposal for the co-operative move was made by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, and backed by Grant Stone, Euclid Music Co., George R. Madson, Cheney Phonograph Sales Co., J. L. Du Breul, Brunswick Balke-Collender Co., H. R. Valentine, The B. Dreher's Sons Co., and others in the talking machine branch of the music industry.

President C. H. Randolph of the Cleveland Music Trade Association, and Rexford C. Hyre, assistant secretary of that body, will prepare a program for action at the next meeting. This program, however, will aim to have all branches of the music trade, including talking machines, musical instruments and the like—retain their identity in present organizations if they exist, the work now being directed toward co-operation in things general, where the disadvantage of membership in more than one branch may be avoided.

One step that may be considered in this direction was the special lecture called by President Louis Meier, of L. Meier & Sons, and Secretary Dan E. Baumbaugh, the May Co. talking machine department, of the Talking Machine Dealers Association of Northern Ohio, for the purpose of considering immediate problems in the industry and also to consider reorganization, wherein all dealers in all makes of instruments will be members. With the accomplishment of this purpose it is probable that the membership of the talking machine organization can be better than doubled. It is not unlikely that committees will be appointed to carry out this thought after the holiday rush business has come to an end.

Getting Enough Machines the Problem

Meanwhile, the big problem of dealers here is not on how to close new business for the remaining few weeks of the year, but how to get the merchandise. In fact, it is the opinion of jobbers in Victor, Brunswick, Columbia, Edison, Cheney, Vocalion and all the other leading makes of machines catering to this territory that the extent of business depends now solely upon the ability to deliver the goods. At this time wholesalers despair of meeting all of the demand, in fact, in some instances adequate deliveries cannot be promised until after the first of the year. Credit must be given to the jobbing interests for doing their best at this time, but the fact remains that only those retailers who anticipated requirements months ago are in a position to do the best business now. This is a logical development.

Co-operating With the Retailer

The co-operation of wholesale interests with the retail element is well illustrated in the recent accomplishments of the Cleveland district branch of the Brunswick, under direction of District Manager J. L. Du Breul. The arrival of the new Tudor model of the Brunswick was featured in an unique exhibit, an instrument and pictures of dealers' stores, being used in the lobby of the Stillman Theatre. The exhibit was prepared by Service Manager L. J. Hughes. At the same time the first of thirty billboards made its appearance in Playhouse Square, illuminating to the people of Cleveland the fact that Brunswick is an excellent instrument.

Ted Lewis and Band Have Busy Time

Equally interesting is the work of the Columbia branch, under direction of Branch Manager S. S. Larmon. For example, while the Ted Lewis Jazz Band was in town the co-operation of the Studebaker Corp. was enlisted, and the members of this Columbia feature were taken to local hospitals to perform in person for disabled war veterans and other invalids, while later they broadcasted, via the Union Trust Co. station, music to all receiving stations in Ohio. Likewise, the band was recorded by the Bradley Feature Films and was seen in action at some fifty local theatres during their stay here. Columbia dealers gained in record and machine sales in consequence of these stunts.

L. Meier & Sons Celebrate

What many old timers in the business believe to be the biggest individual accomplishment by a dealer has been the twenty-fifth anniversary celebration by L. Meier & Sons which lasted for twenty-five days.

A tremendous number of new people were enrolled in the company's mailing roster, and, according to Louis Meier, head of the firm, November really marked the start of the Christmas business, and at that it was far ahead of any previous year's holiday trade.

The Meier Co. started business in a tiny store three blocks from its present main store on Clark avenue. In the last two years two more stores have been added. The Meier family personally operates the business. Associated with Mr. Meier are his sons, Louis and Leonard, and his daughter, Lillian, the latter in charge of one of the new stores.

Rosa Ponselle Sings for Orphans

The local Columbia branch organization is credited with still another unusual tie-up for Columbia dealers in providing entertainment for 300 orphans when Rosa Ponselle appeared at Public Hall. Again the Studebaker, and the Overland organization as well, provided cars for the little folks to ride in to the performance. There was enough human interest in the event to break it into the local daily public prints—and Ponselle record stock rose rapidly in the estimation of dealers and Columbia followers alike.

Many New Stores and Departments

One of the best indications of confidence in the future of the industry in this section, shared in by jobbers and retailers alike, is the unusual number of new establishments opened during November and the expansion of others.

Featuring the Brunswick and Columbia instruments the Alhambra Music Co. has opened its new quarters, about twice the size of the old location, in the Euclid and East 105th district. In keeping with the spirit of the uptown White Way a large electric Brunswick sign has been erected. An exclusive Brunswick establishment is the Glenville Phonograph Co., St. Clair and East 105th, which featured the acquisition of more space with an opening in which an orchestra and local musical talent appeared. At Naples, N. Y., K. D. Bolster has been added to the Brunswick list in this territory, and another new East End dealer is the Hoell Music House, heads of which are musicians with a wide following in local musical circles.

Among new Vocalion dealers added by the Vocalion Co. of Ohio are the Metzger Bros. and the Kenmore Drug Co., at Akron. More new accounts have been added by the C. W. Marshall Co. in the interest of Sonora, and like improvement is reported by R. J. Jamieson for

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An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us the past year by the Victor retailers. During 1923 the Eclipse organization will leave nothing undone to earn and justify the continuation of this invaluable loyalty and confidence.

It is our earnest wish that a Merry Christmas be enjoyed by every Victor retailer coupled with a New Year of prosperity and happiness.

THE ECLIPSE MUSICAL CO.

Exclusive Victor Wholesalers

CLEVELAND, OHIO

TRADE HAPPENINGS IN CLEVELAND

[illegible]

Strand, following a tour during the last few weeks through the [illegible] territory.

In addition to the Brunswick, with which the department opened a few months ago, the Halle Bros. Co. now includes the Victor. Already one of the most musical departments in the Cleveland section, nothing in the way of sensationalism accompanied the introduction. An unique plan is being used to stimulate record business by Norman H. [illegible], department manager. In the programs of the week's concerts of the Cleveland Orchestra advertising is carried featuring the pieces played by the company and usually a distinct increase in demand for records of these pieces follows through the week.

In part for the hardware trade proper, but also to be a permanent feature, the Lauscher Co. is preparing to add several more floating [illegible] in its new Hardware Square store and has completed the installation of a large electrical sign that will [illegible] attention to Cleveland's Music Mart.

An Attractive Granby Souvenir

A souvenir that finds its inception in the H. B. Bruck & Sons Co., and which is proving to be the best salesman, in the opinion of H. B. Bruck himself, is a miniature Granby cabinet, with clock, that serves the purpose of a humidor. These are given away with each purchase of a Granby instrument and much new business can be traced to them, the Bruck people assert. The idea has proved so good that Kenneth H. Kennedy, district representative of Granby, is planning to have the factory develop [illegible] other features.

New Euclid Music Co. Store

The fourth store of the Euclid Music Co., East 105th street and Euclid avenue, was opened with a radio concert in which several bands played for downtown crowds and broadcasted the music to all parts of the State. In connection with this event the Euclid Co. added the Brunswick to the Victor, Cheney and other leading lines.

Another new exclusive Edison Shoppe has been opened by J. W. Rose in the St. Clair-East 105th district, and still more Brunswick dealers include Kuhn Bros., Euclid, and the Pioneer Music Co. at Indiana, Pa.

Old Columbia dealer in new quarters is the Dunn's Music Store, in East 105th street, and among the first of Columbia dealers to order more than 150 instruments for their Christmas trade are Frank Cerny and the Wiener Music Store both of Cleveland.

W. F. Cooper, of the commercial department of the phonograph division of Brunswick, has come to the Cleveland district and with J. L. Del Brenti, district manager, has been covering the territory, including the country adjacent to Buffalo and Pittsburgh, giving practical advice to Brunswick dealers. Brunswick dealers of Cleveland also had the opportunity of meeting Claire Dux during her recent visit to this city.

New Victor Store Opened

Among the new Victor establishments in this vicinity is the Mitchell Hardware Co., Conneaut, for the opening of which Miss Marjorie Bernhardt, exponent of health records, was loaned by Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. A big crowd blocked the street during the performance given by Miss Bernhardt.

During the last six months the business of the Vocalion Co. has been doubled, in the opinion of C. D. McKinnon, of that company. Many new accounts, including dealers in Youngstown, Alliance, Canton, Lisbon and Columbus, have been added in the last few weeks.

Kollie's Music House Celebrates

The second anniversary of the establishment of Kollie's Music House was celebrated December 1. From a store that was strictly of the neighborhood variety, with a small stock of instruments and equally small stock of records, this is now one of the recognized musical instrument places on the West Side of town. The firm now is featuring the Brunswick lines, although pianos, players, rolls and musical instruments of the so-called small variety likewise make it an imposing establishment. The work of developing the strictly residential neighborhood in which it is located has been done personally by J. P. Kollie and his sons, Paul, Julian and Leo, all three aggressive men.

The Music Shop, Racine, Wis., is combining the ordinary Christmas Club and the Brunswick Thrift Book and is getting good results. The prospect signs up for a Christmas delivery and pays $2 per week until that time and then a regular contract is filled out.

Mid-West Point of View

[illegible] Western Correspondent for Dec. 8, 1922 [illegible] written some time before the appearance of this paper and consequently it is a little difficult to speak [illegible] about general conditions in the retail and [illegible] talking machine industry during the November season. One thing, however, [illegible] and that is that retail merchants throughout the Mid-West are doing very well indeed. The lessons [illegible] last year and during the first six months of this [illegible] have shown them that the people with whom they deal are [illegible] and that what [illegible] has not been [illegible] as it has [illegible]. In other words, the merchants who have per[illegible] this truth [illegible] work to apply it have reaped no small [illegible]. There [illegible] with the talking machine [illegible] and that is that some dealers have been scratching [illegible] with talking machine merchants—some of them at any rate—and that is that they do not know how to do anything better than surface scratching. Now surface scratching is all very well so far as it goes but it does not go far. To scratch the surface of sales is not very difficult, but no one has the right to [illegible] that the field has been ploughed when it has really only been harrowed. We are doing with business efforts much better than [illegible] last year [illegible] thought we should ever do again, but still we are not really tunneling into the great regions under the surface. How many merchants are really trying to find ways of reaching the [illegible] the lovers of the amateurs, the opera-going class, the music-loving foreigners of a dozen different races and all the rest of the people [illegible] which our great com[illegible] [illegible] How many merchants are [illegible] to [illegible] a few machines when people come in, and a few records when people choose the monthly bulletins ask for them. But that is surface scratching. Now what we need and all we need, is some ploughing.

Pleagh Instead of Harrow

[illegible] disclosed by inquiry and investigation made the trade to learn that the public is deserting some [illegible] old standbys and going off more and more [illegible] favorites. The console machine is not [illegible] these new favorites—it is the principal favorite. There is today a general demand [illegible] for consoles at moderate prices and we sincerely hope that this laudable [illegible] will be helped along by the manufacturers. The [illegible] believe that the console machine in all probability represents the direction in which the property of talking machines [illegible] already go. It is good looking, it can [illegible] without seeming to be [illegible] and [illegible] has an air of adequate appropriate [illegible]. It is not enough however that there should be a temporary [illegible] for consoles [illegible]. We believe that the trade ought to [illegible] the day when the console will be the [illegible]. But when that day comes the universal [illegible] ought to be something more than an upright turned on its [illegible] in the [illegible] of mechanical and artistic im[illegible] the trade and we want to see the console of the [illegible] well [illegible].

The Console Boom

[illegible] will be inclined of the enterprise [illegible] recording records of the voice [illegible] Ever since the play in which he [illegible] greatest success began to grow [illegible] the lamented comedian had his [illegible]. He was a remarkable [illegible] with simplicity and beauty [illegible] hearts of the people in a most [illegible] country now possesses a permanent [illegible] character who was es-

Record Lauder Demand

pecially endeared to the Middle West and whose loss will not quickly or easily be made up.

We take genuine interest in the publication known as "Steger Magazine" which from time to time issues from the offices in the Steger Building on our Four Corners and proceeds to enlighten the rest of the world and us on the doings of that remarkable little community of workers which centers both in that building and in the corporate town of Steger, where Steger phonographs and pianos come from. It is quite an astonishing little magazine, too. Published primarily, as is evident, for the entertainment of the staff, and filled with news about them and their doings, it contains always pithy articles from good writers on all sorts of subjects, by no means of the dry "business" character. Of all things dry in the world, the driest and most wooden is the average "business" article, save perhaps the average "inspirational talk." Some day all makers of "inspirational talks" will be shot at sunrise; then we shall all be happy. But "Steger Magazine" is not that kind of a magazine. It inspires without being inspirational, which reminds us of one Charles F. Byrne, chief and suspected conspirator and principal egger-on of Editor Sherwin Murphy. Now friend Byrne is a scholar as well as a business man and will thoroughly appreciate what we are after when, with a slight paraphrase to make it fit, we say of him what Quintilian said in one of his essays on oratory: *"ita editori bene diverse finis est."* Gents who desire to have the translation may obtain the same by applying to C. E. B., Steger Building, Wabash and Jackson. We might mention that there is a useful little story in the current Steger Magazine on needle pressures and reproducer weights. Some folks will appreciate the information there contained and find it of practical and personal benefit.

Steger Magazine and C. E. B.

We are in receipt from the Chicago Talking Machine Co. of a new list of records now available in this country, made by artists who have so far not appeared in the U. S. A. We are glad to see this, for among our most cherished possessions are catalogues of European record manufacturers and some of the productions of the same. We are, therefore, in a position to say that there is a wealth of wonderful music made abroad not yet available to American consumers through ordinary channels. It is most interesting to learn that, for instance, Andre Chenet's exquisite violin playing is now to be had by American purchasers. Here is a remarkably large and fruitful field for cultivation. May there be many more of these welcome and timely bulletins month by month.

Congratulations to Victor!

[illegible] Chenet to Sir Harry Lauder, [illegible] gud Scots name the folk wi' a be ca'in Louder. In fact [illegible] to deep out ancestral, on one side, Scots), Sir Harry is not Louder but Lorder or rather Lorrrder, and we have been having him in Chicago. The fact that he is a Victor artist naturally gives us a chance to boost Bonnie Scotland again and also brings this paragraph right in place after the ghoulication we have been doing of the eminent European high-brows. Now the writer of these more or less witty lines is sometimes subjected to the accusation of being high-brow. But he admits that it is hard, not to say impossible, to withstand the charms of Tobermory. "Well, 'theer's ither Scots i' Chicagey forbye me" and they all went around to the theatre and whooped it up for the little comedian with the bow legs, and then went off to the Victor shops and bought Lauder records till the Victor dealers had to order Lauder, Lauder, Lauder (at rhyness), fast and furiously. All of which leads to the terse remark, considerable tie up; or may we say "quelque raptochement!" Which is what we used to say in that dear Parce. Meanwhile, Merry Christmas to all our readers, and that means the trade at large!

Well, Well Sir Harry!

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN WILLIAM BRAID WHITE EUGENE F. CAREY ARTHUR E. NEALY A. SNYDER

Chicago, Ill., December 9.—Time and again we have heard the expression that competition is the life of trade and we have always found this to be true. That being the case, we are ready to say without blushing that Chicago is to-day the livest center of competitive activity.

Each year at the beginning of the holiday season we like to give out some statement regarding business. If it is good business we give the reason, and if business is bad we also tell why. In the majority of cases dealers were wont to complain that business had fallen off to some extent for various reasons, such as, for example, the condition of the weather and that consequently the Christmas spirit was lacking. This year nothing at all whether good weather or bad, sun or rain, Christmas feeling or what not is causing the dealer to sit down and play the waiting game as of yore. The dealer has real competition to meet this year and he knows it, consequently he is out after business. He knows that it is there and he also knows that if he does not get it someone else will. Therefore, he is up and at it.

Now, to get back to competition. As we said before, there is keener competition this year than we have ever seen. This is making business good. During other seasons in the past, when business was good it was not due to such keen competition. In fact, competition was practically nil. Selling was practically order-taking. Today there is no order-taking. Selling counts and selling is being done.

Financial statements indicate that business in general is exceptionally good. The bankers show by their statistics that savings deposits are larger than ever before in history. Commercial men by their statements show that the factories are working at top notch. Labor statisticians show that there are one hundred jobs for every ninety-six workers. This latter statement is significant, meaning that in Illinois there is a shortage of labor. It also shows that manufacturing plants are working to capacity with practically full forces, the difficulty being that for the time being there are not enough workers to go around. This, in a nutshell, is the situation in this territory. Just what prevails in other sections of the country we do not know, but we believe from rumors we have heard that other sections of the United States are affected in a similar way.

We are not trying to imply that there is a boom throughout the country. What we are trying to point out is that we are going through a readjustment period which is stimulating business and bringing us back to normalcy. Manufacturers and dealers in musical instruments, however, must not take it for granted that we have completely readjusted ourselves. We have not, for the simple reason that the music industry is always one of the last to be affected by any boom. As a general rule we get our share of generally increased business from three to six months after the balance of commerce reaches its normal period. There are still some things to be considered before we have weathered the storm and have come safely into port and we must, therefore, keep a weather eye out for submerged reefs. We know from past experience that when we get too confident of ourselves something always happens and it is therefore best that we continue our conservativeness for a while longer.

From reports around the street we gather that the portable and console machines are having exceptionally good sale. High quality consoles selling at popular prices are going very strong this season. We have had quite a stimulus in console business during the past year or so and from all we can learn around the city we can expect still greater activity in consoles for 1923. Some of the companies are putting out some mighty good cabinet instruments of the console type which will be offered to the trade at prices hitherto unheard of. The designs will be of the straight line character, devoid of all fancy work, but construction will be exceptionally good and so will the equipment. The same applies to portables. They are getting smaller and better. At present there are quite a number of companies contemplating the manufacture of portables during the coming year and from all appearances we may expect many newcomers on the market before long. As regards these portables, it might be well to say here that their manufacturers are breaking away from the "seasonal" idea and are doing everything they can to make portables an all-year proposition.

Baldwin Takes Sonora

The Sunday editions of the various daily papers in Chicago recently carried imposing

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FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

announcements that the Sonora line has been taken by the Baldwin Piano Co. The latter company [illegible] arrangements with the Sonora Phonograph Co. of Illinois late last month. The local Baldwin sales forces seem to be very enthusiastic about Sonora possibilities and are looking forward to a very active selling season.

The Baldwin Co. has planned a comprehensive advertising campaign in the interests of Sonora and this will carry on for the next three months. The advertising copy in the daily papers just referred to carries illustrations showing Sonora Baby Grand, Queen Anne, Marquette, Marquette and Pembroke models. The text matter tells how the Baldwin Co. "watched the phenomenal growth of the Sonora industry, marveled at the Sonora's overnight success, popularity and feel the public's insistent demand for this superb instrument."

Snappy Kimball House Magazine

The December issue of "The Musical Herald," which is a promotional paper published by the W. W. Kimball Co. for its dealers, is more attractive than ever before and contains excellent articles and beautiful illustrations. Much credit must go to Miss E. Marsing for the obviously great amount of time and effort that must have gone into its preparation. In addition to several excellent articles on topics of particular professional interest there is one devoted to the factory of the Kimball Piano Co. which will interest music dealers. Incidentally we can say that Kimball dealers all over the country read this little magazine cover to cover.

Hoot Mon! Harry Lauder's in Town

Chicago Victor dealers and especially those doing business in the downtown section, took advantage of the appearance of Sir Harry Lauder at the Studebaker Theatre during the week starting November 27. Some of the dealers devoted entire windows to Lauder displays and had not only his picture, but his entire list of twenty-nine Victor records on display. The Victor dealers made up their minds that they were going to sell Lauder, and they did it with very satisfactory results.

Bennett Twins and the Okeh

The Bennett twins from Al Jolson's show, "Bombo," while going through the Loop the

Consolidated T. M. Co. Window

other day noticed the window decorations of the Consolidated Talking Machine Co. and stopped to compliment the sales department on the display. The young ladies are personally acquainted with several members of the sales force and spent some time discussing the new song, "Stop Your Kidding," which was dedicated to them by the Mills Publishing Co. and which will appear on Okeh records.

The Bennett Sisters

Both young ladies are Okeh enthusiasts and before leaving the Consolidated headquarters they consented to pose for a photograph. The Consolidated sales force then took a large Okeh record display card from the show window and the twins posed with it between them. As can be seen from the face of the card the publicity is directed towards Vincent Lopez and his Pennsylvania Hotel orchestra, who play exclusively for Okeh. The purpose of the window display was to popularize the Pennsylvania Hotel orchestra and it was put on by C. M. Rickoff, retail sales manager of the Consolidated Co. The window is laid out so as to show the public exactly what instruments are used during recording and they are placed just as they would be in the recording room while recording is going on. The instruments were taken from the stock of the Consolidated Co.'s small goods department. Mr. Rickoff is a newcomer with the Consolidated Co.'s retail sales force and was formerly with the Grand Furniture Co., of Racine, Wis.

Besides handling the Okeh and Edison records and a full line of small goods the Consolidated Co.'s retail branch handles Edison and Brunswick phonographs and records, Columbia Grafonolas and records and Strand talking machines.

Now With the Consolidated Co.

S. A. Burrell, who for the past fourteen years was connected with the Columbia Co.'s Chicago branch as credit manager, is now associated with the Consolidated Talking Machine Co. as manager of its credit department. Mr. Burrell is one of the most experienced talking machine credit men in this section of the country and is personally known to many dealers.

Tie-up With Brunswick Artists

The appearance of the three Brox sisters, exclusive Brunswick artists, with the "Music

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

Box Revue," which recently arrived in this city from New York, and is now playing in the Colonial Theatre, is proving profitable to local Brunswick dealers who have tied up with the show. Increased sales of records made by these three popular artists are reported by the dealers who are featuring them in window displays and advertising.

Strand Going Big in Chicago

The Strand line of talking machines is gaining increased popularity throughout the Chicago trade and many new accounts have been opened by the Consolidated Talking Machine Co, which represents this well-known line of instruments. E. A. Fearn, head of the Consolidated Co, gives out the information that the new $100 and $175 models have met with favor from the Chicago trade and that the two-toned wood effects in walnut and mahogany have created much admiration. Mr Fearn has returned from a three-day trip to the Kansas territory.

Whiteman Appears Here

One of the biggest turning-outs that Chicago has ever seen happened at the Bal Fantastic, Chicago's big annual charity ball held at the Trianon, December 5. The Trianon is Chicago's big new dancing palace at Cottage Grove avenue and Sixty-second street. The feature of the occasion was none other than Paul Whiteman and his orchestra, exclusive Victor artists, and it is said that this engagement, which lasted for six days, netted Mr Whiteman and his organization $25,000. There were thousands of delighted Chicagoans who attended during the stay and the Victor dealers for miles around knew that such would be the case. The result was a tie-up which moved more Whiteman Victor records than ever before.

Gala Victor Day in Chicago

December 1 stands as a gala day in Chicago so far as Victor dealers were concerned. The day was made possible by the splendid Victor December supplement records, which contained a special list of symphonies and famous artists. These records brought many new and old faces to the Victor stores as they were with few exceptions made by artists and musical organizations who have not appeared in this country heretofore, but will be the means of bringing to music lovers many artists whom they might not otherwise have had an opportunity to hear. Eminent violinists such as Thibaud and Chenet were among the artists whose records appeared for the first time. There were also four exceptionally fine new records by Chaliapin.

The Victor dealers were also supplied with a great quantity of eight-page booklets and hangers featuring these records and they lost no time in sending these out to all customers and prospects.

Kimball Hall Broadcasts Organ Music

What is said to be the first radio organ recital ever attempted in this section was carried out recently by Hugh Porter and Franz Wagner at Kimball Hall from the Kimball concert organ. The concert was relayed to KYW station and thence broadcasted. Four numbers were played in two groups during the hour. The first group consisted of Dickinson's Berceuse and Wagner's Pilgrim Chorus, the second of the Military March by Elgar and the D Major Aria of Bach. This last number was for solo 'cello with organ.

It is said that the organ furnished splendid music over the radio and that the reproduction was exceptionally clear. Similar concerts are planned two or three times each week.

Local Orchestra With Okeh

The Chicago Orchestra, one of Chicago's greatest dance orchestras, which plays at Guyon's Paradise, has just returned to Chicago from New York, where the men went to record exclusively for the General Phonograph Corp. The records they made for the Okeh include "Silver Swanee," "Lost, a Wonderful Girl," "Lovin' Sam," "I'm Through," "Isle of Sweet hearts" and "Hawaii." The Chicago Orchestra is one of the most popular musical organizations that have ever been introduced to Chicago's patrons of the dance and when announcement was made at Guyon's Paradise that this orchestra's records would soon be released by Okeh there was [illegible] by the dancers.

Unico President a Visitor

Rayburn Clark Smith, president of the Unit Construction Co, was a visitor in the Chicago trade during the past week. Mr Smith was on his way to Denver and the Coast for the purpose of making a general survey of business conditions. From Chicago he made a side trip to Minneapolis, where he visited the Foster & Waldo establishment, which is being equipped by the Unit Construction Co. Mr Smith anticipates returning to headquarters in the East about Christmas time.

Fire Imperils Consolidated Co.

Fire which practically destroyed the Franklin Hotel at 2 o'clock Sunday afternoon, November 26, damaged several adjacent buildings among which was that occupied by the Consolidated Talking Machine Co. The Franklin Hotel is located at 29 North Franklin street, just around the corner from the Consolidated Co's building at 227 West Washington street. The rear of the first and second floors of the Consolidated Co's building was scorched up to quite an extent and the goods in the basement and the first and second floors were somewhat damaged by smoke and water.

New Record Shipping Device

The Unyversal Utylyty Unyts Co, of this city, manufacturer of the Unyversal automatic record container and automatic record holder, has just perfected a new type of record shipping device called the "Safter Shipper," which is made both single-faced and double-faced of corrugated straw board. It is compressed or cut out slightly larger than the size of the

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[illegible] and the company states it takes the [illegible] pressure of any blow or weight from the records [illegible] allowing the resilient, [illegible] and packing to absorb the blows or weights struck against the [illegible] while in transit.

It is planned to produce two sizes of the "Sure-Shower," one of which will carry from one to three records and the other from three to ten records. The company is making a special sales drive in behalf of this shipping feature, stating that no supplementary wrapping is needed and that it is fully approved by the postal authorities.

Frank Bacon's Voice Preserved

On Sunday night, November 19, Frank Bacon passed away in Chicago. For over a year Frank Bacon and his cast in "Lightnin'" had showed continuously at the Blackstone Theatre in Chicago. The run of "Lightnin'" has broken all records of continuous performances at this theatre.

Frank Bacon, according to many of the old-time theatregoers of this section, was the greatest American actor since the days of Thomas Jefferson, and some even assert that he was superior to Jefferson. His passing away affected the Chicago theatregoers as greatly, perhaps, as would a national calamity. He had made many friends here and was loved by all who had seen him.

Although this great man has passed out to the Great Beyond his voice will continue on into posterity. This is made possible by the foresightedness of the Aeolian Co., which is said to have been the only company that ever recorded Frank Bacon's voice. The Aeolian Co. recorded Bacon's famous "Bee Story," as well as the narration of the "Reno divorce court." Both these interesting stories appear on Vocalion record No. 14224. Another Aeolian record, 14245, contains Bacon's story of "Me and Grant" and "Lightnin' Bill Jones' escape from the Indians." When news of Frank Bacon's death was made known to the public H. B. Levy, manager of the Aeolian Co.'s big branch, lost no time in organizing his dealers for the purpose of putting in mourning windows in honor of the celebrated actor. Frank Bacon's funeral was held from the stage of the Blackstone Theatre and there were very few Vocalion dealers in town who did not display the Bacon Vocalion records as well as the picture of the great actor.

Sterling Devices Creditors' Meeting

The Sterling Devices Co. held a creditors' meeting on November 16, to which all creditors were invited. It was brought out that the total indebtedness is $20,318.52, against tangible assets of $20,502.51. It appears that the assets consist largely of dyes and special material which would bring at a forced sale only a few cents on the dollar, whereas by finishing the material on hand and disposing of all completed Sterling products there can be had sufficient profit to pay off all indebtedness in full, provided, of course, that sufficient time is allowed by the creditors.

It was therefore resolved by the creditors that Sterling Devices be granted one year's extension on their indebtedness. From present indications all creditors will agree to this resolution and the company will continue the business of manufacturing Sterling Devices, Sterling Edison Attachments and Sterling Radio head-sets, as heretofore.

Steger's Talk on Needle Pressure

Those who have paid attention to the requirements of a tone arm know that the pressure of the needle point on the record has much to do with the playing and life of the record. Talking machines with the round jewel point needle must have a heavy reproducer in order to make the ball point follow the grooves of the record, whereas the machine which has a diamond pointed needle must have a lighter pressure. Instruments which use fibre, steel or brass needles play best when carrying a medium weight on the needle point. In order to effect the best results inventors have time after time brought out various ideas for assuring proper weight. In the Autumn number of the "Steger Magazine," house organ of the Steger & Sons Piano Manufacturing Co., there is an interesting editorial concerning the method utilized in assuring proper weight on records played on the Steger talking machines. The editorial in part reads: "The Steger phonograph has gone the ordinary 'talking machine' one better, because the patented Steger weight-regulating device incorporated in the Steger tone arm controls the pressure with which the reproducer lights on the record. This feature is exclusive to the Steger and not only prolongs the life of the records, but permits the playing of all makes of records with the exact pressure on the needle point, just as they would be played on the phonograph that they were originally intended for, thereby insuring correct reproduction of every tone and bit of sound.

"The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone arm. This lever is set by pulling out the knob and inserting it in the proper slot. There are no parts to change."

Sonora Ad Campaign

The Sonora Phonograph Co., Inc., of Illinois, recently inaugurated an extensive advertising campaign in the local newspapers and L. Golder, sales manager, is busy putting things in shape for the rapidly expanding business. The present advertising campaign will be augmented in the near future if the present plans are put in effect. Business with this concern, due in great measure to its fine publicity, is of excellent and growing volume.

Generation-old Litigation Dismissed

One of the most interesting lawsuits in the annals of Illinois courts has just been dismissed

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WARNING!

Infringement Notice

THE trade and the public generally are notified of the issue by the United States Patent Office on November 14, 1922, of Letters Patent No. 1,435,660 for Educational Appliance. This patent was granted to Wallace Institute and covers, broadly, the invention of the popular Wallace Records and Charts. All forms of appliances comprising a phonograph record having instructions for physical exercises recorded thereon combined with any sort of an indicator or chart illustrative of such exercises infringe this patent.

Dealers who sell and all who use records and charts of the character above described, unless they be the Wallace Records and Charts, are liable to Wallace Institute for infringement of its patent. This is true whether the records and charts are made by the dealers or some one else.

All dealers are now called upon to cease the sale of infringing devices under penalty of suit for injunction and accounting for profits and damages.

Further Notice also is given that Wallace Institute possesses proprietary rights in and to the trade-mark "Reducing" when applied to talking machine records, evidenced by Certificate of Registration No. 160,758 issued by the United States Patent Office, October 24, 1922.

Dealers selling records under this trade-mark, except they be the Wallace "Reducing" Records, also render themselves liable for infringement thereof.

Violation of the rights above specified will not be countenanced, and warning is given that all infringements will be vigorously prosecuted.

WALLACE INSTITUTE

Chicago, December 1st, 1922.

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It is said to have been the oldest pending litigation in the Supreme court of Illinois. It seems that twenty-seven years ago the estate of one Frederick Atwood filed a suit for $500.00 against the W. W. Kimball Co. Three times the suit was taken to the Appellate Court during the litigation, of which the total cost is by now in the neighborhood of $5,000.00. The case recently came up again, when it was discovered that neither of the litigants knew anything concerning the circumstances in the case, for in the interim attorneys for both sides had died.

Announces Record Candies

W. P. White, who was formerly connected with the sales force of the Chicago Talking Machine Co., has started out on a new venture which he believes will make a hit with the talking machine trade. During his long experience in talking machines he has made a careful investigation of all things practical for sale by the talking machine man. He decided that high-grade bon-bons were in constant demand at all seasons of the year and after coming to this conclusion figured out a way whereby the talking machine man could cash in on this extensive trade. He therefore brought out a round metal candy box, the lid of which simulates a talking machine record. They are in various colors, red boxes with red center labels for Victor dealers, blue boxes and labels for Columbia and green boxes and labels for Brunswick dealers. Facsimiles of the various record labels are enameled right into the lid of the box. The box is packed with high-grade candy, with room also for the counter cards supplied by the various talking machine companies to their retail dealers.

Sophie Tucker Welcomed

One of the warmest receptions that was ever given a vaudeville artist by Chicago theatre-goers was tendered to Sophie Tucker on her appearance at the Palace Theatre during the weeks of December 4 and 11. Miss Tucker pleased her audience with many new songs and requests for her old favorites were many.

Miss Tucker is one of the most attractive singing artists who have ever appeared in Chicago and has the distinction of holding down the Palace Theatre for two consecutive weeks and playing to packed houses. Needless to say, a great amount of publicity was given to the Okeh records, for Miss Tucker is an exclusive Okeh artist who certainly knows how to boost and is not at all backward in doing so.

Tonofone's Fifth Birthday

November marked the fifth anniversary of Tonofone's introduction to the trade, for five years ago this month the first Tonofone needles were offered to the trade. As an actual fact, however, Tonofone came into being about seven years ago, but before it made its debut to the trade the inventors spent two years in trying out and perfecting it. It was, we are told, the first needle of its kind to be put on the market. Its originality was based on the fact that it was a two-piece affair, having a brass shank, to the end of which was swaged a fine, resilient, non-scratching, flexible point. The purpose of the needle was mainly to give the talking machine owners a needle that was really semi-permanent and which at the same time would not cut up or scratch the surface of the record. In this we have reason to believe that Tonofone has been successful, as numerous testimonials are on hand from all parts of the world attesting to Tonofone's merit. Now to get back to the original story. November does do things for Tonofone. It marks its fifth anniversary, as has been before stated, and at the same time it heralds the introduction of Tonofone's little sister. The new needle will be known as the loud Tonofone and the inventors of this needle claim all the good points of the original Tonofone with the addition of loudness. In this particular instance the Tonofone Co. claims that the new Tonofone needle will give an intensity of sound fairly comparable with what is given out by a full-tone steel needle.

Oro-Tone Broadsides

The Oro-Tone Co. has started on a publicity campaign by means of which it intends to reach every possible user of tone-arms and Edison attachments. The tone of the broadside is directed to their O-G arm and O-I concert reproducer. A feature of this Oro-Tone equipment is its adjustability as to length and height, this being controlled by set-screws. This particular arm embodies the improved angle throw-back principle, which permits the reproducer to clear the tone arm when thrown back, regardless of whether it be in position for playing hill-and-dale or lateral-cut records.

The broadside shows a handsome cutaway illustration of the Oro-Tone tone-arm and small arrows point to the various features. These arrows are keyed and a reference table is printed directly beneath the illustration. The small thumb-nail, mechanical diagram printed immediately under this larger illustration shows, by means of a combined photograph

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and pen drawing, exactly how the throw-back works. It is most illuminating.

Another Beautiful Store

One of the most elaborate retail stores which has been opened in Chicago in the past few weeks is the A. Schlessinger store at 623 West North avenue. This new place of business occupies practically an entire building and boasts of the greatest number both of talking machine and piano demonstrating booths, record and roll hearing rooms contained in any store on the northwest side of the city. On the first floor are something like eighteen talking machine booths and on the second floor a dozen piano booths. The furnishings and fixtures are very elaborate and up-to-date. The Schlessinger store handles the Victor and Columbia lines of talking machines and records, as well as a complete line of Okeh and Odeon records.

Tie Up With Opera

Now, with the coming on of the opera season in Chicago, retail dealers here have lost no time in calling the attention of the public to the fact that excerpts from all the operas being offered this season can also be had on records. This publicity is instrumental in causing quite a run on classical records in Chicago. Those dealers here who carry lines of records embracing the operas now being given at the Auditorium are getting the lion's share of the business.

Many of the "opera windows" seen throughout Chicago are taking advantage of mechanical attractions, such as for example small reproductions of the interior of a theatre, with the scenery being constantly changed. Many of these little mechanical theatres show the proscenium-arch, orchestra pit and drop-curtain. The curtain is automatic and each time it rises a new stage set is seen, together with little paper cut-outs representing the various characters seen in operas such as "Lohengrin," "L'Africaine," "Carmen," etc.

Thomas Head in Town

E. D. Hall, president and general manager of the Thomas Mfg. Co., Dayton, O., paid a visit to the Thomas Mfg. Co.'s Chicago office in the Republic Building during the past week, making a survey of the Chicago trade, which he found very satisfactory. From the standpoint of their own activities Mr. Hall stated that the Thomas Mfg. Co. was up and at it and doing everything it could to keep up with orders.

Brunswick Wholesale Stock Low

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., gives out the statement this month that the talking machine division is working at top speed in an effort to catch up with the demand for Brunswick machines. The stockroom is practically cleaned out of all models and of the entire big line there are only seven models of which the Brunswick Co. has a reasonable stock.

The trade has been in a more satisfactory condition this year, according to Mr. Kendrick's views, inasmuch as dealers are now doing their December buying early, whereas last year they waited until almost December before doing their buying for the month. In previous years it has been customary for dealers to anticipate their wants months in advance, but owing to unsettled conditions for the past several months dealers in all lines of merchandise have been extremely conservative. Just now, however, matters are much more satisfactory in this respect—a gratifying development.

Jewel Activities

The Jewel Phonoparts Co., of Chicago, has announced three new tone arms, the first of which, Model No. 3, was formally announced to the trade during November. Model No. 4 will go through in December and the third model is scheduled for introduction in January.

Many new and important features are to be found in these new tone arms, one being that for Edison record playing the reproducer turns to face the record in the well known Edison position. In other words, the reproducer faces the record horizontally when playing Edison re-creations.

Another feature in the construction of this tone arm is that it also permits the reproducer to be thrown back, but in such a position that there is absolutely no danger of its being injured should the lid of the talking machine be let down. These new tone-arms, as well as all others of Jewel make, are produced in eight and one-half, nine and one-half and ten and one-half inch lengths. The reason for this, according to the Jewel Co., is because constant surveys of the trade teach that manufacturers are apt frequently to change their models in order to make them consistent with variations in price standards.

One of the pleasing features of the new No. 4 tone arm is that the base is fashioned in bell shape. When mounted on its base the outer edge of the bell comes down just close enough to the motor board to avoid touching it. The new design completely hides the flange, but at the same time gives plenty of lateral action. The Jewel Co. has not changed its reproducer pivot action being connected to a ball socket.

The Jewel No. 5 arm, which will be introduced in January, will be the Jewel De Luxe model. This arm is very substantially constructed and the weight of the reproducer when playing the record may be changed by simply turning a set screw. The weight is controlled by simple spring tension. The arm is also adjustable as regards length from seven and a half inches to eleven and a half inches. The length is also controlled by a set-screw. The No. 5 arm, like Nos. 3 and 4, permits the reproducer to be swung horizontally over the face of the record.

Last, and most important of all, is the fact that the new Jewel reproducers permit the use of a fibre needle in playing an Edison record. This in itself, according to the views of A. B. Cornell, sales director of the Jewel Co., marks

(Continued on page 108)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

[illegible]

New Krasco Lubricant

[illegible]

St. Louisian Visits Chicago

[illegible]

Now With Jewel Phonoparts Co

[illegible]

[illegible]

Christmas Boxes Go Big

[illegible]

FROM OUR CHICAGO HEADQUARTERS (Continued from page 108)

business. The boxes are highly artistic and are printed in holly wreath and poinsettia design. The repeaters themselves are finished in a guaranteed genuine gold-plate and retail at the regular price.

Among Department Stores

A trip through the department stores and retail music establishments will give one an excellent idea of the large amount of music business they are doing and the grasp that the Christmas spirit has on the public this year. The Christmas trade began in November and has steadily increased. Practically all the talking machine departments report an increased business over last year by a large margin. In many instances the sales forces of these departments have been doubled in order to take care of this increased demand.

This early demand has no doubt been brought about by holiday advertising, window displays appropriate for Christmas trade and the spreading of holly in general. In this way the music trade has created a large holiday demand that has been stimulated early enough for the trade to take care of, so that the bulk of Christmas business would not come the last week before the holidays. Of course, there will always be a few who will wait until the last minute, but the trade has very successfully stimulated the Christmas buying spirit early this year by getting a good start.

Rothschild & Co., who handle all the standard makes of talking machines, have increased their department and hired twenty more sales people to take care of the business. As a matter of fact, this department has been successful all year, doubling last year's business. They have advertised continuously all Summer and have done an exceptionally large business. Through the efforts of W. E. Pappenau, manager of the music department of the Lyon & Healy, several improvements have been made to enhance the department and more space has been secured thereby giving ample room for displays. This department has also made preparations to take care of the demand that has been stimulated. Of course, along with talking machines there is also a very large demand on records.

T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., reports a large demand for the higher priced console model. He attributes this demand to the period furniture which is now in vogue.

Marshall Field & Co., who handle the Cheney talking machine, is also going in for the higher grade models of the Cheney.

It is predicted that all records will be broken on the sale of talking machines and records for the holiday trade. At least from present conditions it looks like

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

indications it looks as though the end of 1922 will not only close with exceptionally large business in the music trade, but that 1923 will be a very bright year.

Important Trade Notice

Wallace Institute announces a statement given out for publication that it has filed suit against three different concerns alleging infringement of U. S. patent number 113560 issued November 14, 1922, and owned by the Institute. This patent, the Institute alleges, covers any combination of phonograph record embodying instructions for physical exercises with an indicator or chart illustrating the same.

Death of Columbia Dealer

Wm. A. Kann, proprietor of the Wm. A. Kann Music Co., 19 Wisconsin street, Milwaukee, Wis., Columbia dealer, died recently at his home after a long illness. Mr. Kann was well known in the talking machine trade in the West as he had built up a successful and growing retail establishment. Mr. Kann was a brother of Hugo Kann, prominent German composer and musician.

G. W. Hopkins Presides at Meeting

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., presided over a sales meeting held at the Chicago branch recently at which new merchandising plans and sales helps for dealers were discussed. Mr. Hopkins was delighted to find that the holiday business closed by the Chicago branch was bigger than had been anticipated. The results from the New Process record advertising have been most gratifying, and the dealers are enthusiastic over the value of this campaign.

Announce the Univernier

The Walbert Mfg. Co., of this city, maker of the Geer repeater, has just come out with a new little attachment for radio sets to which it has given the trade name "Univernier." The purpose of this little instrument is to make possible a very fine adjustment for selectivity. This requirement, according to the Walbert Co., is met very nicely by the Univernier, which combines in one single unit the function of an ordinary knob with the means of obtaining most delicate adjustment. The device consists of a large-sized knob of Bakelite composition, with a self-contained mechanism so arranged that each single rotation of the knob moves the condenser plates or rotor balls to which the knob may be connected only one-twelfth of their distance. In other words, the ratio is twelve to one. When the knob is grasped and pressed towards the panel of the instrument to which it is attached a light spring tension permits ordinary coarse adjustment and increases the ratio one to one. An indicator attached to the knob rotates with the shaft and always shows the true position of the instrument. This little piece of mechanism may be slipped over the shaft of any variometer, variable condenser, coupler, potentiometer or rheostat.

Announce New United Motor

Lynn D. Rudolph, president and general manager of the United Mfg. & Distributing Co., has just announced that the United Co. will place a new two spring motor on the market early in January.

This new United motor will be of the enclosed lubrication type and will be manufactured to fill demands of the trade for small motors such as used in portable and small cabinet talking machines.

The new United motor will be distributed in two types which will be known as United 2-A and United 2-B. The 2-A is particularly adapt-

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

able for the portable instruments and the 2 B is for the small cabinet instruments

These new types are very compactly built and reasonably low priced They will carry all of the features of the regular United line

A survey of the trade indicates that the manufacturers of high grade talking machines will devote a lot of attention to the portable and small cabinet business this year and the addition of the new small United motor is intended to meet such demands.

Columbia Artists in Chicago

The week of November 26 to December 3 was a gala one for Chicago Columbia dealers, as no less than six exclusive Columbia artists entertained Chicago theatregoers during that week Al Jolson has been playing to capacity houses at the Apollo in "Bombo", Ted Lewis has been scoring an emphatic hit in the "Greenwich Village Follies" at the Great Northern, Nora Bayes has been heading at the Garrick in Shubert vaudeville, while Duci de Kerekjarto, famous Hungarian violinist, achieved phenomenal success at the Palace Frank Westphal and his orchestra entertain nightly at the Rainbo Gardens, and Paul Biese and his new orchestra are featured at the Pantheon Theatre Dealers made the most of the opportunity

PETITION AGAINST HIAWATHA CO.

An involuntary petition in bankruptcy has been filed against the Hiawatha Phonograph Co., Geneva, Ill., on behalf of creditors. Liabilities and assets have not been listed

DEALER DIRECTS ORCHESTRA

Mr Webber, of the Webber Music Co., Brunswick dealer at Red Wing, Minn., is director of the Red Wing Symphony Orchestra at that city Mr Webber is well known as a leader in local musical activities

MILWAUKEE

Dealers Expect Record Holiday Business Despite Keen Competition—Rural Trade Again in Evidence—Changes of the Month

Milwaukee, Wis., December 11.—Despite the fact that competition in the sale of talking machines is perhaps the keenest ever known, the volume of business being transacted by dealers in Milwaukee is mounting to a point where most stores already are expressing the belief that they will top the best previous year's business. It might almost be said that the fact that competition is so keen is responsible for this state of affairs, rather than that the condition exists in spite of the competition, for with every salesman working might and main to sell instruments, the largest part of the public that has ever been approached along this line is subject to solicitation.

The active state of retail business is reflected by the rush orders that are now being received by the territorial distributors and jobbers in the Milwaukee market which, as a rule, extends over all of Wisconsin and in addition, the upper peninsula of Michigan. It is true that dealers bought conservatively during the late Summer and Fall for holiday needs, but even so, their orders were far larger than last year and two years ago. With rush orders now coming in a wave, it is easy to see that the needs placed earlier were far too conservative.

Manufacturers' Advertising Helps

Much favorable comment is heard in the local jobber and dealer trade over the unusually effective manner in which manufacturers are supporting the efforts of dealers. While all of the big and long-established concerns have always done notable promotion work to help dealers, it is the appearance of the page newspaper displays like that promoting the new Columbia record or that revealing the entire Brunswick line, published a few days ago, which have brought to more general attention the manufacturers' enhanced efforts.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor distributor, says he cannot help being enthusiastic over the turn which affairs have taken. While Victor business all year has been satisfactory, the strong revival of demand in the past three to six weeks has served to overthrow the most hopeful expectations in regard to holiday business. The big problem now is to get Victrolas and Victor records into the hands of dealers to make prompt Christmas deliveries possible.

The Brunswick, to use the vernacular, is "going forward like a house afire," and the Milwaukee branch of the Brunswick-Balke-Collender Co. is one of the busiest places imaginable. Full-page advertisements in colors, published in Milwaukee for the last two Sundays, have helped unquestionably to make Brunswick dealer business even more active than before, for there has been without doubt a most favorable reaction from the appeal contained in these broadsides which present the entire Brunswick line in a striking way and pound Brunswick prestige even through the most unimaginative mind.

Rural Trade Again a Factor

S. R. Christopherson, sales manager of the Sonora department of the Yahr & Lange Drug Co., said that, while city dealers are establishing new volume records for business this Fall and Winter, it is the greatly improved demand from the smaller cities and villages of Wisconsin and Upper Michigan that stands out as the most conspicuous feature of business. The rural communities have been slow buyers for more than two years, but, as expressed in the requisitions for new stock being made by small town dealers, the farmer is once more a prominent factor. Mr. Christopherson, like President Fred P. Yahr, of the company, is justifiably proud of many fine letters which are being received from new and old dealers, commenting on the horse sense in the splendid support it is giving the men in the field through special co-operative methods recently developed.

Death of Wm. A. Kaun Causes Regret

While it is the new type of Columbia record that is a distinct feature in this territory at present, the Columbia Grafonola is also experiencing a decided increase in business as the holidays come nearer. Milwaukee dealers in the Columbia report the demand much in excess of the same time last year and the impetus is becoming stronger daily.

Genuine sorrow was occasioned in the general music trade and among Columbia dealers by the death, on November 27, of William A. Kaun, head of the Wm. A. Kaun Music Co., 90 Wisconsin street, one of the oldest and best known Columbia dealers in the city. Mr. Kaun was only forty-two years old and prominent in the artistic music circle as well as in the music trade of this city.

New Department Opened

A large talking machine department is a feature of the new store building opened November 24 by Bracta & Rechlicz, furniture and music, at 581-585 Lincoln avenue. This is a new departure for the concern. The management is in charge of W. J. Przybylski, formerly with the Lincoln Avenue Music Store, and one of the best informed talking machine salesmen on the South Side.

Fine New Victor Department

One of the finest Victor departments in any Milwaukee music store is that in the new branch house of the Rudolph Wurlitzer Co. at 421 Broadway. The Wurlitzer Co. recently purchased a four-story building, remodeled it completely and early in November moved from

525 Grand avenue, where it has been functioning with great success for the past five years. E. J. Kennel, local manager, was assisted by Raymond Wurlitzer and John Kinnerley, manager of Chicago, during the initial opening.

Addresses Wisconsin Teachers

Frances E. Clark, formerly in charge of music in the Milwaukee public schools, and now director of the educational department of the Victor Talking Machine Co., made her annual impressive visit "back home" during the recent convention of the Wisconsin Teachers' Association at the Milwaukee Auditorium recently. Mrs. Clark is in demand by music teachers every year at their meetings, and her talks before the music section are hailed as one of the most interesting and beneficial features of the entire convention. This year the music section also was favored by a talk on "Greater Values from the Phonograph," by Mrs. Nellie C. Sharpe, of the Columbia Graphophone Co., New York.

Benson Orchestra Scores a Hit

The demand for popular Victor records was stimulated to a very fine degree by the recent appearance of the Benson Orchestra of Chicago, Roy Bargy, director, for a week's engagement at the Milwaukee Athletic Club. So successful was the engagement that the Club has contracted for a return visit during the week of December 19-24.

Figures issued recently by the Department of Commerce at Washington giving Wisconsin seventh rank in the production of talking machines and records were received with great interest. The report gives a total of nine established companies in Wisconsin, illustrating the formidable array which this industry presents in the Badger State.

Death of Rudolph Olschewski

Rudolph Olschewski, superintendent of the Badger Cabinet Co., at Plymouth, Wis., died November 22 of tumor of the brain. He was 37 years, 7 months of age and prior to going to Plymouth was associated in an executive capacity with the production department of the Wisconsin Cabinet & Furniture Co., of New London, Wis., one of the largest woodworking plants of the Thomas A. Edison industry.

Miss Wolff Earns Plaudits

Miss Julia Wolff, manager of the talking machine department of Edmund Gram, Inc., is hearing well-earned plaudits over the splendid record made by her staff this year in merchandising the Cheney, Vocalion and Brunswick. Business in records has been especially active and sales so far in 1922 have exceeded those of any complete year on record.

The Hamner Harmony Music House, specializing in the sale of the New Edison in its talking machine division, is now generally accepted as the largest "consumer" of the Edison among Milwaukee retail music stores. The Edison department has upon undergone enlargement to accommodate more display stock and provide more adequate demonstration facilities.

The Talking Machine World Produces Results

The letter reproduced below emphasizes the tremendous drawing power of The Talking Machine World as an advertising medium. Hundreds of similar letters (all of them unsolicited) have been received from our advertisers.

THE OGDEN SECTIONAL FILING SYSTEM LOCATES ANY RECORD IN FOUR SECONDS

Ogden Sectional Cabinet Company, Inc.

Saves Time
Saves Money
Saves Space
Cuts Out Dead Stock
Increases Sales
Fits Your Needs
Shows the Selling Value of Every Record

Our Sales System keeps track of what you sell and what you need—a perfect automatic inventory and re-order system, showing profitable and slow sellers

700-702 Salem Street

LYNCHBURG, VIRGINIA

Nov. 10, 1922.

Talking Machine World,
373 Fourth Ave.,
New York, N. Y.

Gentlemen:--

We have been continuously advertising in THE TALKING MACHINE WORLD, we believe, for at least eight, and possibly nine years. While we have given advertising to other publications it has only resulted in convincing us that our advertising in THE TALKING MACHINE WORLD has always been placed in the best publication. So, therefore, for a long time past THE TALKING MACHINE WORLD has received practically our entire advertising appropriation.

As a direct result of our advertising in your columns we have received orders from all over this country, and also from remote parts of the world, which we know directly resulted from our advertising in THE WORLD. We know this because the orders were sent with "WORLD" clippings attached.

Our cabinets have been introduced to the world through "WORLD" advertising. When any magazine or trade paper brings orders and inquiries from South America, the Islands of the Pacific, Southern and Eastern Asia, as well as Australia and New Zealand, it must truly be a world-wide trade journal.

Yours very truly,

OGDEN SECTIONAL CABINET CO.

J. B. Ogden

The Ogden "Visible Tab Indexes" and "Sales System Envelopes" Locate any Record Instantly and Shows Its "Selling Value"

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you a copy suggestion.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

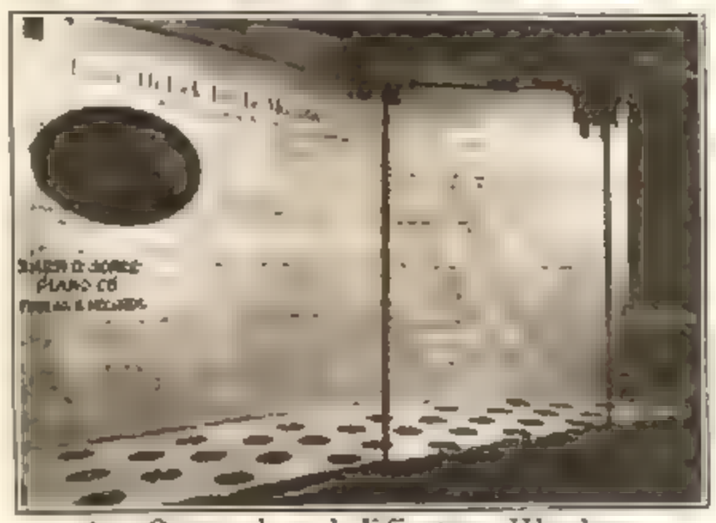
Published by Edward Lyman Bill, Inc.

UNUSUAL DISPLAY BOOSTS SALES

Giant Reproduction of Sheet Music Aids Clark & Jones Piano Co. to Dispose of Many Records of the Number Featured

Binghamton, N. Y., December 7.—A sheet of music ten or twelve feet high behind a plate glass window is an unusual sight on Court street to read that scarcely anyone who passes will fail to stop and read it. This is the novel idea employed by the Clark & Jones Piano Co. of this city, to run the sales of a single record up to more than 500 a week. The display has been patented by them. Each year they use it only once, featuring a popular number, reaping the benefit of the unique display through increased sales.

A talking machine, which does not show in the accompanying picture, is always used in connection with the giant sheet of music. Not only does the display attract attention because of its unusualness, but it also affords an easy, [illegible] to the observer to learn the words of the song being advertised. All through any day the window was so arranged people were seen to stop, take out their note books and



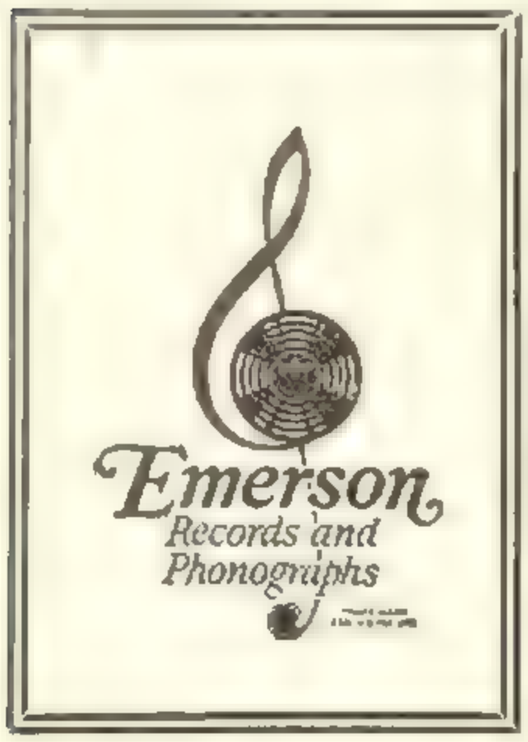
An Original and Effective Window

pencils and copy down the words to the song which was "Three o'Clock in the Morning" this year. Most of those who did not copy the words stood about and hummed them along with John McCormack, Victor artist, whose record of the number [illegible] featured on the piano concerto [illegible] for the benefit of the crowds.

According to Robert P. McDavid, manager of the talking machine department of the Clark & Jones Piano Co., very large publishing houses of sheet music have opened negotiations with them regarding the purchasing of the national rights on their patents to the display.

T. F. CLARK ENTERS FIELD

Fort Plain, N. Y., December 8.—T. F. Broadbent, a member of the Phonograph Supply & Repair Shop, this city, has disposed of his share in the business to T. F. Clark, who is now personally managing the business. It is planned to greatly improve the stock and to enlarge the repair department. Springs and repair parts of all makes of talking machines are carried in stock and while the business is comparatively new steady growth has been experienced.



January Releases

Emerson Records

Retail Price 75 Cents

THIS list of January releases is a typical Emerson selection of the LIVE HITS ready for our dealers "simultaneously with the publishing of the music."

We believe that this list will prove to be the most remarkable selection of popular numbers brought out in many months. It is so strong that it is very difficult to emphasize any particular numbers.

These releases, together with the December Emerson list, gives Emerson dealers all the top sellers right up to the minute.

Emerson January Releases on Sale December 10th

LATEST DANCE HITS

10556 — Lady of the Evening ("Music Box Revue") —Fox-trot . . . . . Glantz Dance Orch.
Pack Up Your Sins ("Music Box Revue") Fox-trot . . . . . Emerson Dance Orch.

10557 — Stop Your Kiddin'—Fox-trot, Original Memphis Five
Burning Sands—Fox-trot . . Biltmore Dance Orch.

10558 — Bee's Knees—Fox-trot . . . Original Memphis Five
Rose of the Rio Grande—Fox-trot, Sam Lanin's Roseland Dance Orch.

10559 — Carry Me Back to My Old Carolina Home—Fox-trot (Vocal Chorus, Arthur Hall), Jos. Samuels and His Orch.
A Picture Without a Frame—Fox-trot, Biltmore Dance Orch.

10560 — Who Cares?—Fox-trot . . . . Emerson Dance Orch.
I'm Through Shedding Tears—Fox-trot, Jos. Samuels and His Orch.

10561 — Lost, A Wonderful Girl—Fox-trot, Glantz Dance Orch.
Nellie Kelly, I Love You—Waltz—Vocal Chorus . . . . . Emerson Dance Orch.

10562 — A Kiss in the Dark ("Orange Blossoms")—Waltz . . . . . Glantz Dance Orch.
Who Did You Fool, After All?—Fox-trot, Sam Lanin's Roseland Dance Orch.

10566 — Shake It and Break It—Fox-trot, Sam Lanin's Roseland Dance Orch.
Aunt Hagar's Blues—Fox-trot, Sam Lanin's Roseland Dance Orch.

POPULAR VOCAL RECORDS

10563 — Blue—Duet—Orch. Accomp., Irving and Jack Kaufman
Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields

10564 — Open Up Your Arms, My Alabamy—Duet—Orch. Accomp. . . Irving and Jack Kaufman
Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. . . . . Arthur Fields

10565 — Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman
Crinoline Days—Tenor Solo—Orch. Accomp., Irving Kaufman

Emerson Records are the equal musically, artistically and mechanically of any records retailing at the same price, viz., 75 cents each. The dealer realizes a net profit 20% greater than on any other records retailing at this price.

Mail us the attached coupon with your selection of these big sellers for the month and demonstrate for yourself the quality of these new Emerson Records. We will send you full details of the new Emerson plans for the distribution of our records and give you information as to how you make extra profits on every *Emerson Record* you sell.

COUPON

Emerson Phonograph Co., Inc.,
105 West 20th St.,
New York City

Please ship us at once the following new Emerson Records and give us details of your new dealer extra profit plan

DANCE RECORDS

10556 Lady of the Evening
Pack Up Your Sins
10558 Carry Me Back to My Old Carolina Home
A Picture Without a Frame
10549 Homesick
Carolina in the Morning
10551 Love Sends a Little Gift of Roses
Tomorrow
10552 Blue
Sister Kate
10554 Lovin' Sam
My Old Plantation Home

POPULAR VOCAL RECORDS

10564 Open Up Your Arms, My Alabamy
Till My Luck Comes Rolling Home
10565 Porcelain Maid
Crinoline Days
10550 Three O'Clock in the Morning
For the Sake of Auld Lang Syne
10555 Nellie Kelly, I Love You
Carolina in the Morning

Firm . . .
Street . . . . .
City . . . State . . . . . .

Emerson Phonograph Company

105-111 West 20th Street *New York, N. Y.*

The Trade in PHILADELPHIA and LOCALITY

Philadelphia, Pa., December 9.—The Quaker City certainly is preparing to "make it a musical Christmas" according to the reports of many of the talking machine dealers of Philadelphia, who assert that the anticipated holiday rush is now well under way and that judging from present indications the volume of their business during the next few weeks will undoubtedly break all previous records.

While these golden expectations are doing a great deal to spread the real Yuletide spirit among the dealers themselves, nevertheless they are proceeding under a distinct handicap since the prevailing shortage of stock becomes more and more acute each week. Consequently most of the distributors and dealers are taking every possible means and opportunity to acquire the talking machines they need and it is no longer an unusual sight to see a caravan of auto trucks drawn up to the stores of local distributors after having made long trips of possibly several hundred miles in order to obtain machines direct from the factories.

Christmas Buying Evident

"Our business is fine," said George Weyney, manager for C. J. Heppe & Son, in discussing prevailing conditions, "and it is remarkable how many people are buying, or planning to buy, a talking machine for Christmas. The only thing that is causing our satisfaction is the scarcity of machines as we are selling them as fast as we can get them in. However, we are having a great difficulty in filling the orders for Victrolas that we are receiving daily and almost hourly from our dealers."

New Edison Re-creation Release Plan

A distinct innovation in the policy of the Girard Phonograph Co., distributors for the New Edison phonographs and re-creations, in regards to the sale of the Edison records in their territory, was announced today by Arthur Rhinow, one of the officials of the Girard Phonograph Co.

"In the future, in fact, from this date on, we intend to abolish the practice of having a special sales date for the Edison re-creations," said Mr. Rhinow, in telling of this radical departure in the sale of phonograph records that has been inaugurated by the Girard Phonograph Co. "This simply means that our dealers will be allowed to put the Edison re-creations on sale as soon as they are received at the stores of our different dealers throughout the territory. In the past it was always our practice to instruct our dealers to wait until a certain date each month before they could place on sale the new Edison re-creations that had been distributed by us as soon as they were issued from the factory. Consequently in the future our dealers will be allowed to put the new re-creations on sale just as soon as they receive them from us instead of being obliged to wait a week or more until the twentieth day of that month, on which date we have been accustomed to release them.

"Under this new arrangement our dealers will be able to put three or four new re-creations before their customers every week at least instead of having to place twelve new numbers before their patrons only once a month. In this way we believe that the dealers will give their customers an incentive to visit their stores more often—once a week probably—to hear the latest records."

Featuring New Columbia Records

Miller & Kades, the progressive Columbia dealers of Harrisburg, Pa., are boosting Columbia new process records to the sky and cashing in. They have flags, three feet by five feet, flying from all the windows, in red and white, bearing the inscription "New Process Columbia Records on Sale Here." The records sales have been greatly stimulated [illegible]

Merrill Winner a Proud Daddy

Merrill Weaver, of Weaver Bros., the well known Columbia dealers of Williamsport, Pa., is receiving congratulations from his many friends in the trade as he recently became the proud father of a nine pound baby girl.

Mr. Robbins, head of the Robbins Music Co., a prominent Columbia dealer of Trenton, N. J., was a visitor at the Philadelphia branch of the Columbia Co. recently.

W. B. Hill, of Pottsville, Pa., and N. M. Stokes, of Milford, Del., both well known Columbia dealers, [illegible] the local Columbia branch recently.

Big Demand for Brunswicks

[illegible] on the Brunswick Talking Machine Co.'s 1002 West Street, returned from a trip to Allentown, Easton, Pottsville and Philadelphia with the news that the demands for machines made by the Brunswick factory in these cities had [illegible] dealers there had been making every possible effort to obtain the desired Brunswick machines but that it was impossible to make any immediate [illegible]

(Continued on page 118)

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

[illegible] of Brunswick phonographs [illegible] to the road to this city for [illegible] being lead up by [illegible]

Mr [illegible] reports that the $150 York model of the [illegible] machine was so far oversold [illegible] got out a small per [illegible] the order for this model before [illegible]

H Rover Smith Takes on the Edison

H Rover Smith, the progressive talking machine [illegible] Tenth and Walnut streets, [illegible] the Victor machines [illegible] up to the present time, is one of the [illegible] who have taken over the New [illegible] line. Mr Smith, who is [illegible] the Victor Dealers Association, [illegible] that the trade in this [illegible]

Sales Limited Only by Supplies

F B Rossiter, manager and secretary of [illegible] Co, Victor distributor, reports that the volume of this business is being limited only by the number of machines on hand [illegible] deliveries

Penn Co. Breaking Records

I A Garrison, manager of the Penn Phonograph Co, declares that according to present indications the business transacted by this widely known Victor distributing house during this month probably will break all records for the holiday season in past years

Planning Smoker for Dealers

Robert McCarthy, manager of Gimbel's phonograph department, has been appointed as chairman of the committee to arrange for a smoker for the Philadelphia Victor Dealers Association, to be held the latter part of this month, probably at the Manufacturers' Club The members of this committee include George Witney, of Heppe's, and H Rover Smith.

Rogers Reports Vocalion Progress

Excellent business is reported by B H Rogers, head of the Lincoln Business Bureau, 1011 Race street Mr Rogers says that the demand for Vocalion records so far exceeds the available supply that he is obliged to distribute them on the most equitable basis possible The new list of Vocalion records contains a number of popular hits that are helping to increase the record sales of many dealers throughout this territory

Opens Many New Accounts

Everybody's Talking Machine Co, 810 Arch street, wholesaler of talking machine parts, reports the continuance of good business and the opening of a number of new accounts The new catalog has been mailed to the trade Many commendatory letters are being received at headquarters on this piece of literature This covers the complete lines of repair materials for talking machines and accessories which this firm handles The catalog has attracted many favorable comments from members of the trade

Weymann Reports General Activity

H W. Weymann, of H A. Weymann & Son, Inc, reports good business in all departments, which includes Victor merchandise, Q R S music rolls and Weymann Keystone State musical instruments November business was exceptionally good and it is expected that December business will equal, if not surpass, December, 1921

Start Comprehensive Sales Campaign

The Philadelphia Badge Co, of this city, manufacturer of the well known round record cleaners bearing the dealer's imprint and advertisement of the line carried, has entered into a comprehensive sales campaign Although the record brush business began as a small part of the general output it has already reached large proportions and these brushes are being used all over the country by retailers as advertising novelties A somewhat more expensive brush has also been made, using bristles instead of cloth, which, judging from the demand, will be a big favorite

Louis Buehn Reviews Situation

Louis Buehn, president of the Louis Buehn Co, Victor wholesaler, of this city, reported great activity among Victor retailers throughout the territory and the present shortage of Victor merchandise, Mr Buehn pointed out, was a distinct tribute to the supremacy of Victor products The demand for Victrolas in the Quaker City has been exceptional despite several markdown sales being offered in the city by dealers in other lines The great demand manifested this Fall is better visualized when it is remembered that practically every distributor had accumulated large stocks during the Summer months in preparation for it The current supply as well as accumulated stocks are practically exhausted Mr Buehn called attention to the wide variety of Victrola models available this Fall and how the retailer was able to supply his trade with portables, table models, a wide range of uprights as well as both curved

(Continued on page 120)


Appreciating the confidence shown and the
loyal support given during the year
The Louis Buehn Co.
of Philadelphia
wishes all its friends
A Merry Christmas and a Happy New Year
President

TRADE NEWS FROM THE QUAKER CITY

[illegible]

Visit Talking Machine Co

[illegible]

A. J. Heath in Ill Health

[illegible]

NEW GENNETT RECORD CATALOG

New Volume Listing All Records Up to January 1, 1923, Just Issued—Carefully Classified and Interestingly Arranged

[illegible]

DEATH OF HARRY A. VOLZ

Brother-in-law of Jerome C. Harris Passes Away Recently

[illegible]

USES BLOTTERS TO ADVANTAGE

San Francisco, Cal., December 5—The Renuck Song and Gift Shop, of this city, Columbia dealer, recently used a blotter in a unique way and incidentally featured the name of a popular selection effectively. The blotter, which was printed in three colors, was artistically designed and had for a caption "Don't Bring Me Kewpies When I'm Records That I Need." Besides being a clever piece of publicity, the blotter carried a monthly calendar page which added to its utility value. Specific mention was made of the Columbia New Process records and 8000 of these blotters were mailed to the names on the store's list. They created a favorable impression among those who received them.

PUBLICITY PRODUCES RESULTS

Lockport, N. Y., December 5—Geo. E. Rawlings, secretary of the Wright Jewelry Co., of this city, progressive Columbia dealer, is enthusiastic regarding the results received from the campaign sponsored by the Columbia Co. in behalf of New Process records. The direct results of the campaign are very satisfactory and in addition to secure a large number of these records to his retail clients, Mr. Rawlings has been successful in adding many new customers to his lists.

MME. SCHUMANN-HEINK RECOVERING

Mme. Ernestine Schumann-Heink, famous Victor artist, is recovering from bronchial pneumonia at her home in Garden City, L. I. Announcement has been made by her managers, Haensel & Jones, of 33 West Forty-second street, New York, that a concert which she was to have given in Fort Wayne, Ind., and other engagements to sing in Springfield, Grand Rapids and Cleveland have been cancelled.

COLUMBUS

Morehouse-Martens Co. Opens Foreign Offices—Victor Sales School Here—Enjoy Fine Trade

Columbus, O., December 6.—Announcing the establishment of foreign offices in London, Paris, Barcelona, Chemnitz, Berlin, Milan, Yokohama and Shanghai, the Morehouse-Martens Co., one of the leading department stores and talking machine dealers not only in Columbus, but in Central Ohio, conducted an International Merchandise Exhibit during the early part of November.

An invitation was extended to many clubs, including the Cosmopolitan Club of the Ohio State University, to tour the store in a body and observe the giant novelties. Decorations, featuring flags and emblems of the countries whose merchandise was represented, were used.

In the music department of this firm the music of six different countries was featured. Young women dressed in the attire characteristic of a particular nationality played the music of that country on a Victrola. These numbers were either the national anthems or popular folk songs.

The Victor business of the Z. I. White Co. has been very good, according to F. J. Connor, manager of that department. However, Mr. Connor does not feel the same way about the record business. "The volume in record sales is not yet what it should be, but we hope to make it as good as our machine business before this year is out," he said.

Miss Marie Smith, of the record department of the Z. I. White Co., has been unusually successful in selling the health records. When customers come into the store she not only calls their attention to this set of records, but takes them into the booth and demonstrates the exercises before them.

Due to the increase in business, Mr. Connor has added Miss Cleo Kerns to his force in the department. Miss Kerns was connected for some time with another talking machine house and Mr. Connor feels that her experience in this line will be helpful.

A large demand for the York model of the Brunswick machines is reported by the T. G. & A. Howald Furniture Co., Brunswick dealers. This is a $150 machine and is so well liked by the patrons of this firm that it has actually been oversold. It is, of course, the popular console type that has recently been put on the market. The more expensive machines, ranging in price from $300 to $1,000, are also selling well in this store.

Many of the Victor dealers responded to the invitation to attend the salesmanship school, conducted by F. A. Delano, of the Victor Talking Machine Co. The classes were conducted at the Hotel Deshler and came to a close on Thursday evening, November 23. Dealers as well as salespeople were in attendance. Of those interviewed, everyone stated that he was greatly benefited by this school. The Perry B. Whitsit Co., wholesaler of Victrolas and Victor records, under whose auspices the school was held in this city, gave a banquet at the Hotel Deshler on Thursday evening. This dinner was one of the most delightful events that has ever taken place here. Mr. Delano and the visiting dealers were the guests of the Perry B. Whitsit Co. on this occasion.

When the Eight Famous Victor Artists recently appeared in Newark, O., many of them [illegible] the theatre of [illegible] management has [illegible] organization has been [illegible] appeared at the Auditorium Theatre [illegible]. It was also announced that the program, which will be given out later, will be entirely new.

Mrs. Esther Reynolds Leader, educational director of the Perry B. Whitsit Co., has been traveling considerably since her return from California late this Summer. In the past week she visited schools in Circleville, O., and neighboring towns where she conducted music appreciation classes. These classes are part of the program to stimulate interest in music.

Visitors at the Perry B. Whitsit Co. included: G. M. Rice, Washington, O., C. P. Sell, Delaware, O., A. Rider, Newcomerstown, L. Phillips, Mt. Gilead, W. W. Kock, Urbana, and Carl F. Seitz, Greenville, O.

SALES PLAN PROVES SUCCESS

Knickerbocker T. M. Co. Awakens Interest in Unique Idea for Developing Record Sales—Victor Dealers Using Plan to Excellent Advantage—Other Fine Dealer Helps

The plan for increasing sales of Victor records recently announced by Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York, is being put into effect by a number of Victor dealers with appreciable results. The plan, which was announced in detail in the last issue of The World, provides for the grouping of records for an appropriate evening's entertainment.

At the last meeting of the Knickerbocker dealers there was distributed, in program form, "An Evening at Vaudeville," in which were listed ten carefully selected Victor recordings for a program of this character. The programs are printed in quantities with space for the dealer's imprint. Since then there has been printed a similar program entitled "An Evening at the Concert." There are also prepared, and in the course of preparation, other groupings such as Christmas, New Year's, Easter, An Evening in Ireland, and other countries, etc. It is planned to eventually have fifty-two programs prepared, a different program for each week in the year. Dealers are finding that the plan is showing customers a novel way to get increased pleasure from their Victrolas and consequently having its effect in the increased sales of records. There has been prepared for dealers using this plan an attractive window strip with the request to "Come Inside and Be Shown the Modern Way to Play Your Victrola More Pleasure and Entertainment."

An instruction sheet for Victrola owners, enabling them to properly classify their records, has also been printed. This card contains twenty columns under a corresponding number of classifications, such as dance, novelty, children's records, concert, vocal, sacred, humorous, men's, operatic, violin, etc. The inability of some Victrola owners to provide records for all these classifications is also expected to have the desired effect of increased record purchases. The well-known adage that "Variety is the spice of life" is particularly appropriate in record selections and a knowledge of the general catalog proves that the Victrola brings into the home practically every popular form of entertainment from vaudeville to grand opera.

Another window strip which is to be found in a large number of Victor dealers' windows and which was prepared by the Knickerbocker Talking Machine Co., calls attention to the "Laughing Specialty," Victor record No. 62576.

Mr. and Mrs. Max Landay, of Landay Bros., Inc., have given up their residence in Edgemere, Long Island, and now reside on Riverside Drive, New York City.

Witzmann-Stuber, Inc., have opened a new music store at 90 North Second street, Memphis, Tenn. Talking machines and musical instruments are featured.

GENNETT RECORD FOR VAUDEVILLE

Starr Piano Co. Makes Special Record for Lane and Harper, Vaudeville Headliners

A "special" record has been made at the laboratories of the Starr Piano Co., Richmond, Ind., for the use of Lane and Harper, vaudeville artists, in their telephone act. Lane and Harper are at present making the Keith circuit and their attractive act, in which the record plays an important part, is being well received. The

Lane and Harper Make Record

accompanying illustration shows Lane and Harper at the telephone listening to the record. The talking machine is concealed and by cleverly timing his talk the replies of the telephone operator to the actor reproduced by the talking machine, are heard by the audience.

SONORA JOBBING CHANGE JANUARY 1

On January 1 the Sonora Phonograph Co., New York, will take over the States of Ohio, Michigan and Kentucky from C. L. Marshall & Co., of Detroit, and distribute direct from the home office in New York under the personal direction and supervision of Frank L. Crape, vice-president and sales manager, until permanent arrangements are made. Special representatives of the company will cover the field in the interests of Sonora dealers and the Sonora Phonograph Co. and a new distributor has been selected for this territory.

INTERESTING THE CHILDREN

The Griswold, Richmond & Grock Co., Victor dealer, Meridan, Conn., is interesting parents in Victor products through the children by means of children's classes, when educational records are played and the kiddies play games to music.

OVERCOMES UNUSUAL OBSTACLES

Modernola Co. Completes Successful Year Despite Previous Handicaps—Those Responsible for the Work—Optimistic Outlook

Lansdowne, Pa., December 7.—The year just closing has been a successful one in every way for the Modernola Co., of this city. A great deal of credit is due the house for the manner in which it overcame the serious difficulties which beset it in the past and successfully completed a year which has been a difficult one for the trade in general.

Organized about two years ago this company set out to manufacture "something different" in the line of phonographs to which it adapted the name Modernola. The warm reception which the new line received made imperative the building of a larger factory to fill the orders. It is remembered that four months after the dispatch of the new plant it was burned to the ground and the company was thus unable put out its business. Stunned by the disaster but not discouraged, it rebuilt the factory, this reconstructing period incumbrance that came the balance of 1921. This was almost equivalent to starting business all over again at the beginning of the present year. At this time also the management of the company was completely changed and an aggressive campaign entered into. A. Ohlson became general manager and Edward F. Hohmann, sales manager.

In a recent interview with The World Mr. Hohmann said: "The obstacles to be surmounted seemed almost impossible, but we finally got them come and are completing a very successful year. I also suggested to the company the addition of a portable model to the line which was placed on the market during the early part of the year. This portable model also opened the way for sales of the larger machine. It is a mistaken theory that the sales of the portable are confined to Summer months. The sale of our portable model for the month of November was the largest in the history of the company and it is expected that December will surpass the November record.

"Other officers of the company to whom credit is due for the success of the organization are: President F. B. Kinzey, of the Thomas Kinzey Leather Co.; Vice-president C. B. Thomas, of the Thomas Department Store; Secretary-treasurer D. M. S. McFeaters, treasurer of the Johnstown Trust Co.

"We look forward to 1923 as a year that will mark still another step forward in the history of this company."

ACHIEVES SUCCESS AS SOLOIST

Miss Jane Neilson Winning Considerable Popularity—Has Appeared as Soloist With Prominent Organizations in Important Concerts

[illegible]

Miss Jane Neilson

have also appeared at the Hotel Ambassador, Atlantic City, N. J.

Miss Neilson's [illegible] have been booked outside of the State Theatres and there is every indication that next season she will find it difficult to take care of her many engagements. Miss Neilson possesses a voice of exceptional clarity and sweetness and it has been suggested that she make test records at the earliest possible moment, as it is generally believed that these records will prove very satisfactory.

BRUNSWICK LINE FOR WATKIN CO.

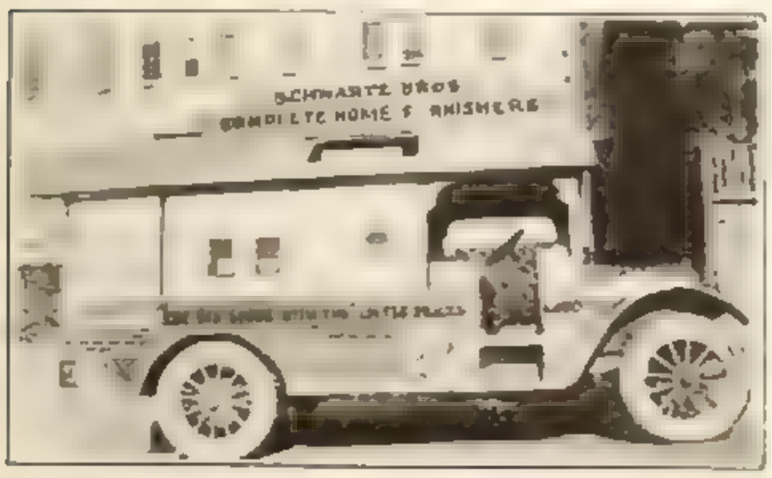
The Wm. A. Watkin Co., old-established music house of Dallas, Tex., has added the Brunswick phonograph as its talking machine department. R. L. Barton and L. J. Easton have been added to the sales staff of the company.

A recent visitor to the Victor Co. was Lewis Nelson, Victor jobber of Jacksonville, Fla.

MODEL HOUSE SELLS GRAFONOLAS

Schwartz Bros. Use Timely Publicity—Sell-by-Truck Plan Proves Success

Norwich, Conn., December 6.—Schwartz Bros., of this city, Columbia dealers, who recently opened one of the most handsome stores in New England, had a model house built on a truck chassis and used this to display and sell Columbia Grafonolas to prospects in outlying



The Schwartz Bros. Truck Operating

districts. This idea was conceived by I. H. Webber, manager of the Grafonola department and it is proving a signal success. Four men accompanied the model house throughout the suburban towns and supplied the Grafonola message to those who were unable to visit the Schwartz warerooms.

The capacity of this model house is six Grafonolas with an adequate supply of Columbia records. The model house has not only produced sales but has caused considerable comment all along the road, representing a splendid adaptation of the sell-by-truck plan.

The music business located for the past several years on State street, Meriden, Conn., and known as the Pathé Studio, is now located in the new Central Building.

RECEIVES CARLOAD ORDERS

Player-Tone T. M. Co. Closing Splendid Business—Consoles Prove Popular With Trade

Philadelphia, Pa., December 6.—Goodrich, president of the Player-Tone Talking Machine Co., of this city, states that business since October 1 has shown a tremendous increase and that the factories turning out Player-Tone products are working to capacity to keep up with the requirements of the dealers. Mr. Goodrich [illegible] received

In a talk with The World Mr. Goodrich stated that a noticeable feature of this increase was the demand for consoles and the several new models announced by the Player-Tone Talking Machine Co. the second half [illegible] a consistent reception by the trade. For 1923 Mr. Goodrich has important plans under way which, when ready, will be added to the Player-Tone line and an intensive sales campaign will be inaugurated in behalf of the entire Player-Tone line.

EDISON DISPLAYS FOR THRIFT WEEK

Window Arrangements Hooking Up With Annual Thrift Celebration in January Offered to the Edison Dealers for Local Use

Thos. A. Edison, Inc., in the January Edison Instruction Sheet, which covers the window display arranged for the use of the retailers, recognizes the element of timeliness by hooking up the prepared displays with the annual Thrift Week campaign, which begins on January 17, Benjamin Franklin's birthday. Two aggressive arrangements are offered to the dealers, both of them urging the ownership of the New Edison in the budget plan for next year as a step thoroughly in keeping with the thrift spirit.

HOLIDAY WINDOW ATTRACTS NOTICE

Gulick-McFadland Co. of Burlington, Ia., Brings Music to the Fore in Attractively Conceived Holiday Window

[illegible]

LOCAL DEALERS HOLD MEETING

Leo Feist Day Observed at Meeting of Talking Machine Men, Inc.—Dr. Miller Reese Hutchinson Makes Interesting Address—Hugo S. Radt Gives Timely Talk on Banking—Other Practical Subjects Discussed

The December meeting of the Talking Machine Men, Inc., held at the Hotel Roosevelt on Wednesday, December 6, was one of the most interesting meetings held recently, although, owing to the fact that December is the busiest month of the year, many of the dealers found it impossible to attend. Several interesting addresses were on the program and the dealers present thoroughly appreciated the practical value of the meeting.

Irwin Kurtz, president of the association, made several preliminary announcements, one of them being to the effect that it was practically certain that the Board of Education of the City of New York would adopt the plan sponsored by Mr. Kurtz and the Talking Machine Men, Inc., whereby the local talking machine dealers would have an opportunity to cooperate with the different schools through the medium of music memory tests. The Talking Machine Men, Inc., has a number of important and original plans to introduce in connection with this idea which will make it an invaluable aid in the development of record business.

Mr. Kurtz read an interesting letter from Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., pointing out that the week of December 4 to 9 was being observed as American Education Week, and emphasizing the tremendous possibilities that are awaiting progressive dealers who appreciate and understand the unlimited scope of the educational records that are in the catalogs. Mr. Kurtz also read a telegram of good wishes from Otto Heinemann, president of the General Phonograph Corp., New York, who expressed keen regret at his inability to be present at the meeting.

The December meeting, from a musical angle, was designated as "Leo Feist" day and representatives from this well-known publishing house were present to entertain the members and to feature the latest Feist hits. Theodore Morse, professional manager of Leo Feist, Inc., was given an enthusiastic reception by the dealers, and in a brief talk pointed out the splendid cooperation and help that his organization is extending to the talking machine dealers. Mr. Morse introduced Messrs. Miller and Steiner, who favored the audience with three of the latest Feist hits, "When the Leaves Come Tumbling Down," "I'm Mighty Sweet on My Sweet Sweetie" and "Toot, Toot, Tootsie."

Vincent Davega, president of the Knickerbocker Talking Machine Co., New York, Victor wholesaler, advised the dealers that timely and interesting literature had been prepared to carry out the idea sponsored by his company under the caption, "The Theatre in the Home." This plan provides for the merchandising of Victrolas and Victor records along decidedly original lines.

It had been planned to present at this meeting the new thirty minute record invented by the Hon. Noel Pemberton Billing, well known inventor from Great Britain, who sailed for home last week. Mr. Billing, before sailing, made arrangements with Dr. Miller Reese Hutchinson, prominent New York inventor, whereby he would represent Mr. Billing's interests in this country, and it had been planned to demonstrate these new records at Wednesday's meeting. However, through a slip-up in the arrangements, the records did not appear, but Dr. Hutchinson favored the dealers with a brief description of the technical phases of this new record, which is named the "World," and stated that he would be present at the meeting in January to demonstrate the record.

Through the courtesy of Byron R. Forster, president of the Brilliantone Steel Needle Co., the members of the Talking Machine Men, Inc., and their guests were favored with a practical and informative address by Hugo S. Radt, assistant cashier of the Capital National Bank. Mr. Radt, who was formerly identified with the talking machine industry for six years, is also well known in banking circles and he was, therefore, able to give the dealers some valuable pointers as to the desirability of establishing personal and close relations with the banks. Mr. Radt stated that in making loans and in conducting the banking business generally, bankers were guided by three cardinal requisites: character, ability and capital, and he then proceeded to give details as to the importance of these qualifications.

ANNOUNCES IMPORTANT COLUMBIA CHANGES IN LONDON

President and General Manager H. L. Willson, Who Has Just Returned From London, Tells of Sale of the Stock Interests of the English Company to Prominent Financial House

H. L. Willson, president and general manager of the Columbia Graphophone Co., who arrived in New York Saturday, November 25, on the S.S. "Mauretania," after a three weeks' stay abroad, announced upon his return that the company had disposed of its stock interests in the Columbia Graphophone Co., Ltd., manufacturing and marketing Columbia products in Great Britain. The purchaser of the Columbia Co.'s stock interest was the Constructive Finance Co., Ltd., of London, one of the most powerful and influential concerns in Great Britain, which is backed by a prominent group of English financiers and industrial managers. The disposition of the stock interests carries with it a perpetual working agreement highly satisfactory to the American company.

The new owners are planning to continue the Columbia business as heretofore under the name of the Columbia Graphophone Co., Ltd., and Louis Sterling will continue with the new organization, occupying the post of managing director. Sir George Croydon Marks will continue as chairman of the board of directors, the same post that he held in the past.

H. L. Willson

The new owners of the Columbia Graphophone Co., Ltd., will institute important plans for the development and expansion of the company, thereby continuing to give Columbia products in Great Britain the support to which they are entitled. One of the interesting features of the working agreement between the two companies is the consummation of arrangements whereby additional strength will be given to the foreign language repertoires of the Columbia Co. in this country.

Upon his return to New York Mr. Willson was congratulated by the Columbia directors on the consummation of this deal, which is one of the most important transactions announced in talking machine circles this year. Mr. Willson's accomplishment is all the more remarkable in view of the fact that he was away from his desk only twenty days, having sailed for Great Britain on the "Olympic" on November 4 and returning November 24.

A. C. VALEUR'S NEW ACTIVITIES

Secretary-Treasurer of Sonora Phonograph Co. Now Associated With Canadian Company—Well Known and Popular in the Trade

It was announced this week at the headquarters of the Sonora Phonograph Co., New York, that A. C. Valeur, director and secretary-treasurer of the Sonora Phonograph Co., Inc., had made arrangements to sever his connections with the parent company and transfer his activities to the Sonora Phonograph, Ltd., of Toronto, the Canadian distributor of Sonora products. Mr. Valeur helped organize the Canadian company and is its present secretary and treasurer, assuming on January 1 the additional duties and responsibilities of managing director.

Mr. Valeur visited Toronto during the recent fair and was so impressed with the future prospects of Canada and so pleased with the general character of the Canadian trade, as a whole, that he arranged for his permanent residence in Canada. Mr. Valeur has had a wide experience in the phonograph industry, principally in the managerial end, and leaves for his new field of endeavor with the best wishes of his many friends.

IN CHARGE OF THE PURCHASING

Miss E. F. Solow Takes Important Post With Emerson Phonograph Co.

[illegible]

FINE HOLIDAY TRADE EXPECTED IN BROOKLYN

Drop in Business Due to Curtailed Advertising and Sales Campaigns Causes Resumption of These Activities—Dealers Ordering Heavily in Anticipation of Holiday Rush—Many New Stores Opened—Important Changes in the Trade—Happenings of General Interest

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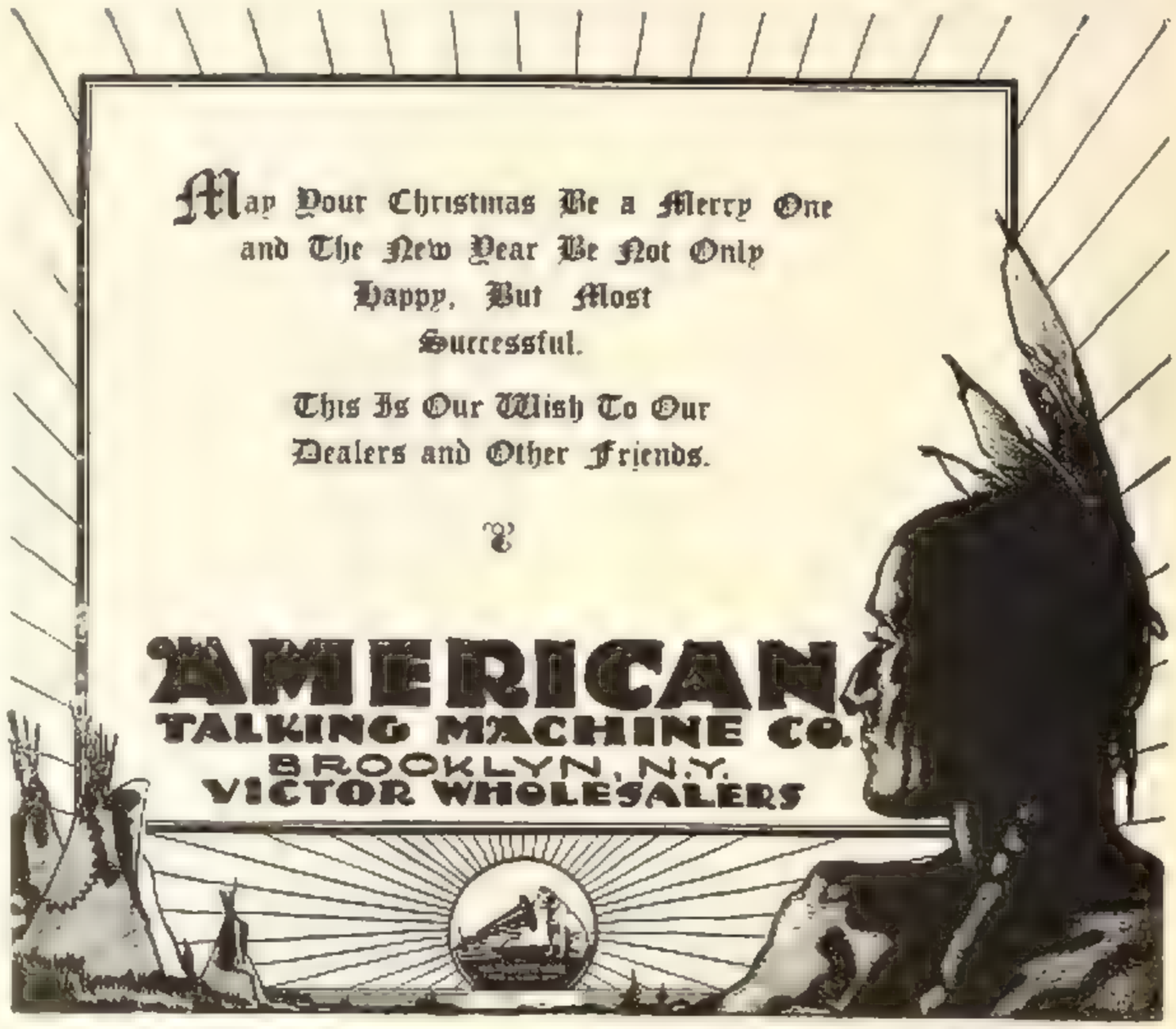


[illegible] cited by two or three local stores only and these same stores are being sharply criticized for their actions. No doubt this offering of standard trade machines at cut prices has materially affected the business done by the legitimate dealer who is trying to sell his merchandise at the regular list price. This entirely unnecessary method of doing business, especially at this time of the year, must be frowned on as it is being done without any excuse whatsoever. The legitimate dealers who are adhering strictly to legitimate methods should be commended for their courage in keeping their business on the highest plane possible and no doubt this will in the end be amply repaid for their attitude. A price cutting war only tends to create a bad impression. It must ultimately place the houses which resort to these tactics in a most undesirable light throughout the trade.

The Price cutting Evil

[illegible]

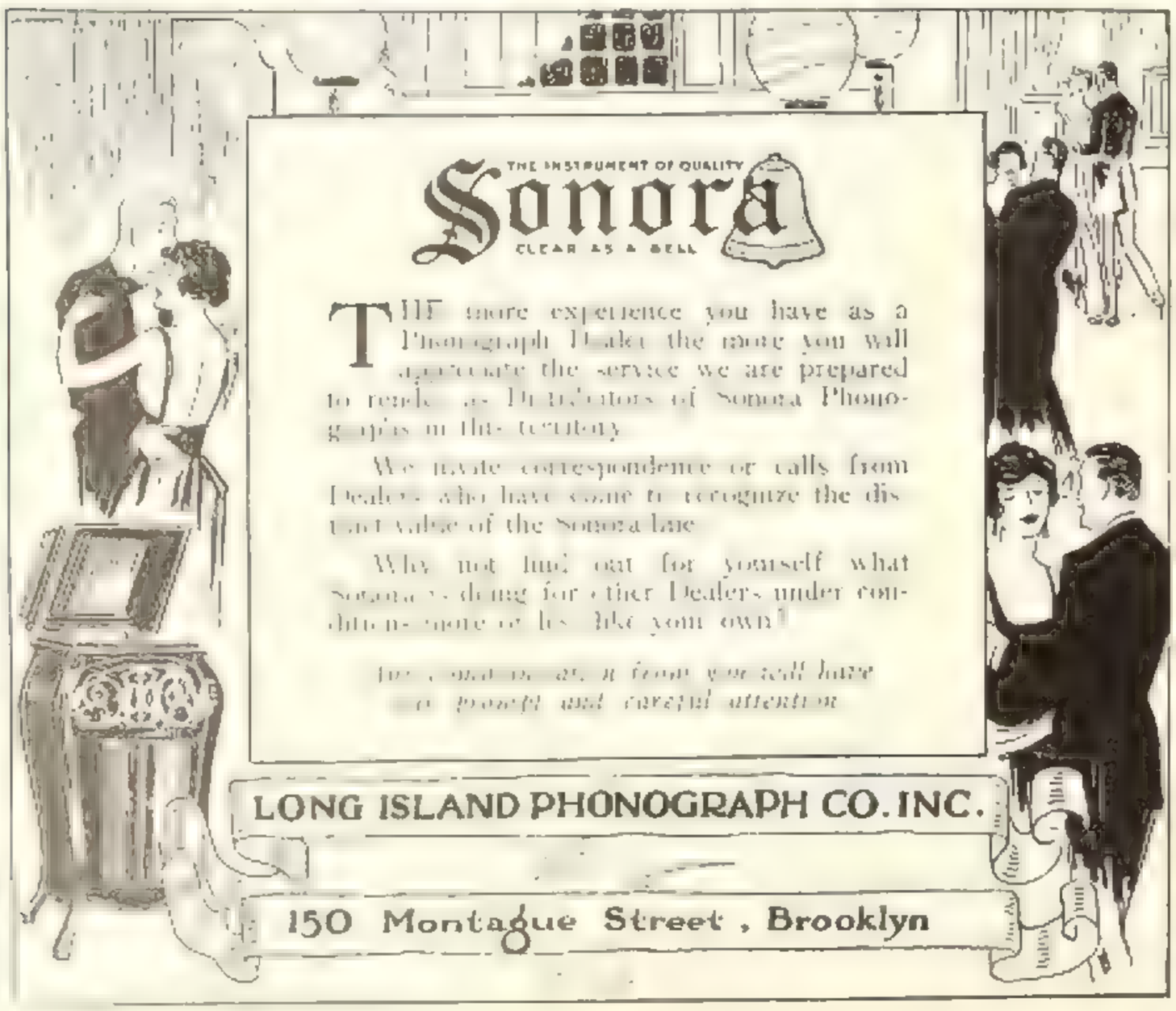
Tisch Music Store in Fine Quarters

An important event in talking machine circles in Brooklyn this month was the formal opening of the Tisch Music Store, located at Folk avenue, near Twenty-fifth street, in the Jackson Heights section. Adam B. Tisch, proprietor, is receiving the praises of a large number of friends in the opening of this new store, as it represents the ultimate step in the commendable progress he has made in the talking machine retail field. Mr. Tisch started in business as a talking machine dealer some years ago back in his own home, where he devoted two of the rooms of his house to the display of talking machine models. After a period Mr. Tisch's business grew to such proportions that he was compelled to procure larger quarters near his home, resulting in the opening of the present store. The general arrangement and equipment of the store represents the very latest in retail store construction and is, no doubt, one of the best equipped and most beautiful stores in all metropolitan New York.

On the day of the opening of the store Mr. Tisch secured the services of a troupe of Hawaiian musicians who entertained the visitors with Hawaiian melodies and also rendered some of the latest hits in dance music recently released by the Victor Co. Charles Mason, of the New York Talking Machine Co., and other representatives of the Victor wholesale trade were present and assisted in the opening.

Vorbach Bros. Open New Store

Another new store recently opened in this section is that of Vorbach Bros., 413 Fulton street, Jamaica, L. I. Vorbach Bros., proprietors of the store, also conduct another establishment on Jamaica avenue, in the Richmond Hill section of Brooklyn, and are well known in talking machine retail circles. The new store is one of the finest retail establishments in this city. Eight sound-proof booths have been installed and also one large sound-proof room which will be devoted to the demonstration of talking machines. Record racks have been erected conveniently near the private hearing rooms and also easily accessible to customers coming in for a record, as they are placed close to the entrance of the store. On the day of the opening an orchestra rendered selections and appropriate souvenirs were dis-



tributed to all those present. The company represents the Sonora line and Lee Coupe, who was responsible for their taking on the Sonora, attended the opening and helped materially in the arrangements for the opening day.

Shortage of Sonora Machines

The Long Island Phonograph Co., Sonora distributor for this territory, reports that the demand for Sonora machines during the past month has been unprecedented. Orders for machines have been coming in from all sections of the territory and the question of getting machines enough to meet this demand has become serious. Although shipments have been coming in from the factory with more or less regularity it will be impossible, according to officials of the company, to give dealers all they have ordered. However, steps are being taken that will insure every dealer getting a fair share of the goods received, so that all will be able to have some machines in stock to sell during the holidays.

C. W. Keith, treasurer of the company, as well as F. J. Schratwieser, sales manager, are now back at their desks after a trip which took them to Pittsburgh, Buffalo and to the Sonora factory in Saginaw, Mich. Much useful work was accomplished on this trip, especially at the factory, where a closer contact was established which resulted in expedite shipments of machines to headquarters in Brooklyn.

R. H. Scott was away the month, spending some time at the Pittsburgh wholesale Sonora branch and from there proceeded on to the factory in Saginaw to confer with officials there on plans for holiday and New Year business. Mr. Keith was accompanied by Fred Coupe, sales manager of the Sonora Co.

Dissolve Partnership

The Lynbrook Music Shop, 20 Atlantic avenue, Lynbrook, L. I., has just dissolved a partnership which existed between F. O. Benton and his brother, Robert, and from now on F. O. Benton will be sole proprietor of the company. Robert Benton, the owner of large real estate interests on Long Island, will devote his time to this business. James Benton was the original active member of the concern and will continue the business as heretofore under the same name and at the same location. The talking machine business has been developed to one of quite large proportions, crowding the patronage of a very big clientele.

Delivering Large Orders

The American Talking Machine Co., Victor wholesaler for this territory, has been kept very busy the past month delivering large orders of machines and records to dealers in all sections of the territory. New shipments of machines are being received from the factory and as soon as they arrive they are immediately dispatched to dealers. The record business, stated R. H. Morse, general manager of the company, has been a heavy and normal one. New records for December received wide publicity with dealers everywhere. Machine sales have been reported to be fair and there is no doubt Mr. Morse demurs, holiday business will be greater than ever before. Chas. Offerman, representative of the company for Long Island, is spending considerable time with dealers, helping them put their stores and stocks in shape for holiday business.

Good Business Practice

To prove that it is worth while to cultivate the friendship of talking machine customers the Neapolitan Talking Machine Co., which conducts a retail store at 311 Court street recently made a sale of Victor No. 17 Victor machines through the friendship of one customer. The customer came into the store looking for a medium size Victrola, but good salesmanship brought about a sale of a large, expensive instrument. A few days later the man returned to the store accompanied by three friends who were so pleased with the machine that they each purchased one for their own home. James Lancaro, actual proprietor of the store, is the man responsible for these satisfactory sales, and he stated that incidents like this happened to him before, proving conclusively that it pays to make friends with every customer the retail merchant sells. In addition to the sale of these machines each purchaser selected a large list of records which boosted up the total to a considerable figure and no doubt will help materially in putting Mr. Lancaro's yearly business over the top by a very considerable margin.

E. A. Schweiger, Inc., Enlarges

E. A. Schweiger, Inc., which conducts a retail store at 182-27 Broadway, opened to the public this month a new addition to the store which has completely changed the old establishment into thoroughly modern quarters. An adjoining store has been added, the dividing wall having been torn out, turning the two stores into one large, spacious showroom. This progressive house is well known throughout metropolitan talking machine circles, and has conducted a successful Victor retail business at this location for many years past. This addition certainly reflects the progress made and with their added facilities no doubt growth will continue. With every modern convenience known to retail selling installed this will be able to offer talking machine buyers a superior service that is bound to reflect in total sales.

New Sonora Accounts

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the store of Saroken Bros., at 125 Church avenue. This dealer, on receipt of his first order of Sonora machines, sold to a customer an Intermezzo model and a Marquette model as well, resulting in the placing of an additional order for machines double the size of the original one. Other new dealers to take on the Sonora include the Zion Music Co., at 179 Tompkins avenue, R. Petraglia, at 871 Liberty avenue, A. J. Young, 2124 Fulton street, and P. Hirschlein, Carlton avenue, Islip, L. I.

Nassau Radio Co. Institutes Drive

[illegible]

A VISITOR FROM CHICAGO

[illegible]

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Furniture Footwear
Easy Movement

A furniture footwear device must give easy movement over any floor, covered or uncovered. Unless it does it means weakened furniture. No device ever made gives ease of movement under all conditions as effectively as

DOMES *of* SILENCE

"Better than Casters"

In addition this, simple slide has the added important qualities, which ordinary devices do not possess:

Economy
Simplicity
Silence
Invisibility
Adaptability —Suitable for covered and uncovered floors alike
Service Long wear.

Gives protection to furniture, floors and rugs and are the perfect footwear for furniture.

DOMES of SILENCE *Division*
Henry W. Peabody & Co.
17 State Street, New York City

In All Your Talking Machine Orders,

***Specify* DOMES of SILENCE**

"Better than Casters"

What we say above about Furniture applies also to Phonographs

CINCINNATI

Demand for Machines, Records, Accessories Far Exceeds Expectations—Expect Record Month's Business—All Jobbers Active

CINCINNATI, O., December 9.—The pre-holiday trade in talking machines and records—in all accessories, in fact, even down to needles—has exceeded the predictions of even the enthusiastic optimists. This month—December—threatens (what a welcome threat!) to be one of the most prosperous in years. The public has money. If you need evidence of that fact, all you need to do is to enter any store—music or otherwise—and look over the floor. You probably will be surprised.

There seems to be a great deal of early shopping among the people who desire musical goods. All retailers are going to have their hands full in supplying the trade that is coming to them, and for the time being, at least, the policy of carrying a short and safe stock is thrown into the discard.

November, as a business month, might be called a prophecy. Its promise, already being fulfilled, was excellent. Indeed, November, 1922, was one of the best Novembers ever experienced by a great many local dealers.

Wholesalers in All Lines Active

At the Cincinnati branch of the Columbia Co. business already is booming and orders are coming in which insure, even this early, a splendid month of business for December. The Columbia branch is making every effort to supply its many dealers in this district fully and promptly and thinks that it will be able to do so though trade is exceptionally heavy.

The Ohio Talking Machine Co., wholesaler of Victor goods, supplies virtually every account in Cincinnati, as well as retailers' houses in Indiana, Kentucky and West Virginia, also rushed. A. H. Bates, president of the company, said: "Our holiday business is going to be fine, I am sure. November was a remarkable start toward the big month, and although our stock is large, we feel that business will be so great that we will be pressed before Christmas."

The New Edison Co., wholesaler for all Edison dealers in this district, also reports a fine trade for November and sees a correspondingly greater trade for December. Manager Ochman said: "Our November trade was a big opening for the holiday business. It was the best November in a very long time, and December is going to fall under the same classification. Our stock is adequate, but we do not expect to have much of it left at the end of December, and we shall take about all of the shipments we can get. The new Edison consoles are very popular, as is our new upright model. These are moderate-priced machines, and are going exceptionally well."

S. Reis, manager of the Brunswick products, said: "Brunswick business for November was exceptional and leads us to believe that December is going to be a banner month. We surely are busy here. Orders are coming in with great rapidity and we are going to have trouble supplying the demand during next month."

November Totals Reach High Mark

Retail business at the Otto Grau Piano Co., dealer in Victor, Aeolian and Brunswick products, reached a high mark during November. "November was remarkable," said J. I. Van Court, "but December, unless all signs fail, is going to be one of the best holiday months we ever have had."

Widener's Grafonola Shop, which deals in Columbia, Granby and Victor lines, also reports a fine month and expectations of a much better one to come. Morris Lartel, manager of the Grafonola Shop, declares that this is one of the best Autumns the trade has seen and that when December is over there will have been some records made by the retailers, as well as by the artists.

Window Displays Bring Business

The Chubb-Steinberg Music Shop continues to do one of the best retail businesses in the city. Howard I. Chubb is untiring in his efforts to arrange attractive display windows and his originality always draws a considerable number of people to his store. Moreover Mr. Chubb is the only dealer in the city who always sees that a good record is being played in his windows, so that no passer-by can pass without hearing this tantalizing music. Radio sets, says Mr. Chubb who has well equipped radio department, are some good for gifts to the younger boys and girls—and some of the older ones as well.

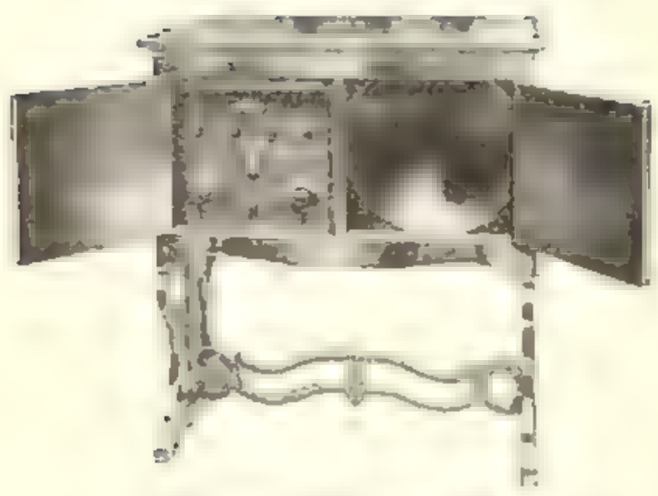
CROSLEY

Radio Apparatus

Better—Cost Less

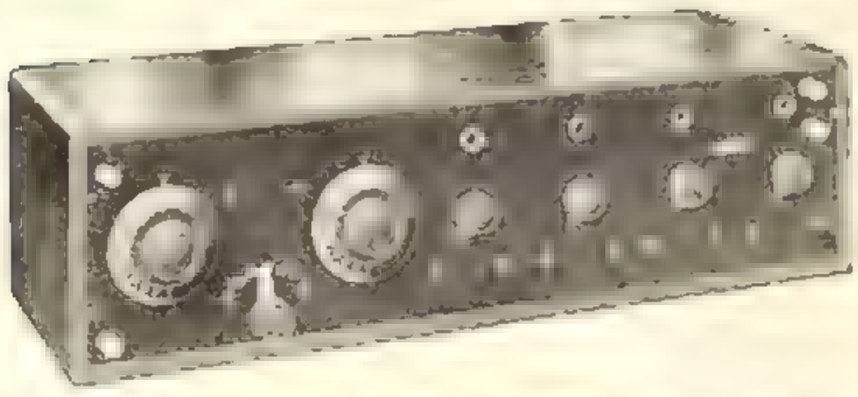
A Four Tube Receiving Set

$55



CROSLEY MODEL XXV

A Console Model [illegible] Consists of a four-tube panel incorporating the same units as the Model X. This cabinet is arranged to take the Model R-5 Magnavox that can be quickly installed and hooked up to the set but the Magnavox is not furnished at the price. Cabinet also contains space for "A" battery and "B" Batteries and battery charger if desired. It is guaranteed to bring in broadcasting stations up to one hundred miles or more, loud enough to be heard all over the room. The beautiful instrument without tubes, batteries or phones or speakers [illegible] $150.00

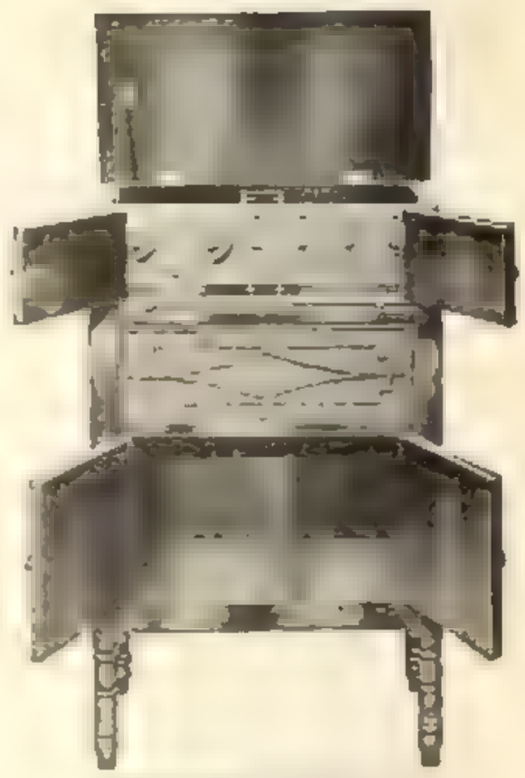


CROSLEY MODEL X. The four-tube set is the most popular on the market today. It consists of one stage of Tuned Radio Frequency Amplification, Audion Detector and two stages of Audio Frequency Amplification. The Crosley Model X is built on scientific principles and is the acme of sensitiveness and efficiency. Especially is the Tuned Radio Frequency Amplification popular. With this set listeners in Florida have heard broadcasting from Winnipeg, San Francisco and Honolulu. We cannot be too emphatic in recommending this set to everyone. Without phones, batteries or tubes, only $55.00

CROSLEY RECEIVER MODEL VIII (three tubes) $48.00

CROSLEY RECEIVER MODEL VI (two tubes) $28.00

CROSLEY HARKO SENIOR MODEL V (one tube) $15.00



CROSLEY MODEL XX

A beautiful Cabinet Model incorporating the Model X Receiver. Has all the splendid qualities of the Model X and in addition it has compartments for batteries and a large amount of space. Price without phones, batteries or tubes....$90.00

CROSLEY CABINET MODEL XX. Same as the above but without battery compartment and designed to test any tube. Price $70.00

CROSLEY PARTS are the last word in simplicity and efficiency. We make everything necessary for the building of any type of set and our prices are lower than anything on the market.

Write for Our PARTS Catalog

CROSLEY EXPERIMENTAL UNITS

are designed to help the experimenter by furnishing audion detectors, variometers, condensers, audio frequency units and their combinations in individual cabinets. These units can be hooked up by simple binding post connections. Adapted for use with either 6-volt or 1½-volt batteries.

Write for Catalog of these Units

Talking Machine JOBBERS and DEALERS

You are the logical men to handle Radio Apparatus as we explained on this page last month. This will be a *Radio Year* and you will greatly increase your profits by supplying Crosley--Better-Cost Less--Radio Apparatus.

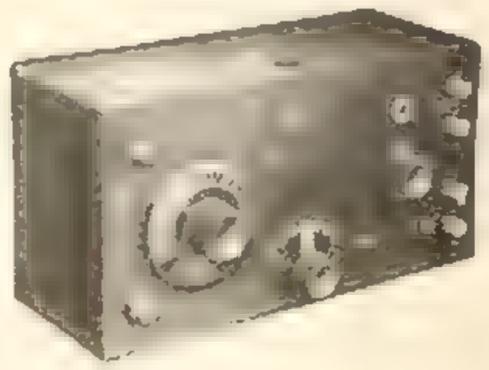
The Instruments shown on this page are the height of simplicity and efficiency as well as beautiful pieces of furniture. Nothing better on the market at anywhere near their price. We are prepared to fill any sized order immediately. Write to-day for catalog.

CROSLEY CRYSTAL RECEIVER MODEL I

A complete crystal receiving set [illegible] phones and [illegible] hookup [illegible] up to 40 miles and with [illegible] broadcasting band and [illegible] Price [illegible] $25.00

HARKO SENIOR MODEL V

This is a one tube set of exceptional merit and consists of Tuner and Audion Detector, mounted in a mahogany finished cabinet. The set has a range of several hundred miles, and under favorable conditions listeners in Denver have heard Schenectady and Newark. Price without tubes, batteries or phones: $25.00



Liberal Discounts to Jobbers and Dealers

CROSLEY MANUFACTURING COMPANY

1226 ALFRED STREET, CINCINNATI, OHIO

IMPORTANT BIG PUBLICITY CAMPAIGN FOR RADIO WEEK

Through the co-operation of the editors of the various publications devoted to radio, considerable publicity has been given the past month to "National Radio Week," which is scheduled to take place during the week of December 23 to December 30. A handsome three-color postal card has been designed and millions of these cards have been distributed throughout the country. Readers of The Talking Machine World who may be interested in securing these cards for the purpose of mailing them in this radio publicity campaign can secure a reasonable quantity by communicating with the headquarters of National Radio Week, 326 Broadway, New York. The interest manifested indicates that the event will be a success.

Artistic Poster for Radio Week

ATLANTA

Christmas Rush Is On—Urban and Rural Dwellers Offer Fine Opportunities for Live Dealers

Atlanta, Ga., December 6.—With the passing of Thanksgiving there is every evidence that Christmas shopping has started in earnest. The Atlanta dealers report that machine sales are good and that, in addition, deposits have been made on scores of machines, the actual sale to be completed between now and December 25.

Conditions throughout the Southeast are very much better than they have been during the past two years. With cotton selling at about 25 cents, the farmers, even with their short crops, are a great deal better off than seemed possible in mid-Summer.

In the cities work is plentiful, especially in the building trades. Most all the Southern cities are establishing new high records for building construction. Talking machine dealers are optimistic, their chief worry being the shortage of popular-priced product, especially in the console designs.

M. E. Lyle, Atlanta, reports such a steadily increasing demand for Strand consoles that he has been required to carry about three times the usual Atlanta stock.

The many friends of Herbert Brown, manager of the Victrola department of Cable Piano Co., will regret to learn that he is in a local hospital, where he recently underwent an operation for appendicitis.

Loveman-Joseph-Loeb Co., at Birmingham, has obtained the Victor franchise and has already received an initial stock. The talking machine department is in charge of D. G. Green.

E. E. Forbes & Son, of Birmingham, have become jobbers for Paramount records. Mr. Forbes reports a large demand, especially for the jazz numbers by colored artists.

"Bob" McDavid, secretary of Clark & Jones, Birmingham, was a Thanksgiving visitor to Atlanta, coming over to attend the Auburn-Tech football game.

The Southern Sonora Co. is planning to move into its fine new location on Peachtree street about the middle of December.

John A. Cunningham, of Jacksonville, Fla., Columbia dealer, has just finished with a very successful Gratonola sale, one hundred and three Gratonolas being sold in two weeks.

E. Miller, Columbia salesman out of the Atlanta branch, has recently been transferred, at his request, from the Tennessee territory to the south Georgia territory. Mr. Miller has a host of friends in his new territory and we are sure his splendid success will continue.

The following items have recently been added to the Atlanta Columbia branch's list of dealers: Payne's Fur Music, Greenville, S. C.; Chalifoux's Music Co., Birmingham, Ala.; Morgan Furniture Co., Albany, Ala.; United Phonograph Co., Charleston, S. C.; Eugene Brown, Manchester, N. H.; and West Furniture Co., Marshall, N. C.

Salesmen of the Brunswick Co., M. B. Duke, Ralph Hoose and H. Kalski were at the branch office in conference with district man

[illegible] Phonograph Co., [illegible] latter part of November, [illegible] this their [illegible] machine [illegible] days.

Congratulations [illegible] Mondell [illegible] Brunswick [illegible] Mondell [illegible] department [illegible]

A company [illegible] day, was [illegible] at [illegible] the only home [illegible] equipped with [illegible] Columbia model [illegible] ments. People all [illegible] a number of sales [illegible] ers as a result of the [illegible]

The Cochran Furniture Co., [illegible] dealer, reports a [illegible] for the past year [illegible] and record. The [illegible] with its new [illegible] to do even a greater business [illegible] four weeks.

The Mason Furniture Co., [illegible] dealer, of Huntsville, Ala., recently sold a period design Columbia Grafonola to a very prominent citizen of that city.

The Stretch Furniture Co., Brunswick dealer, is showing new life and [illegible] department is [illegible] and C. A. Jones, business, experienced music salesman in charge of the music department, this store and department is in position to give Brunswick phonograph and record buyers first class service.

Fudden & Bates Music Co., Brunswick dealer, has found a considerable demand for the Brunswick records of the "Sacred Harp" singers, which is not surprising, as Atlanta is the headquarters of the "Sacred Harp" [illegible]

The Ukrainian Chorus, exclusive Brunswick artists, appeared at the Auditorium Wednesday, November 29, and presented a splendid musical program. This concert was thoroughly enjoyed by the large audience, and as a result Brunswick dealers in Atlanta and environs are having many calls for the Ukrainian Chorus records.

Nate Bernstein, [illegible] dealer of Monticello, N. Y., recently announced his temporary retirement from business owing to deafness. Mr. Bernstein will re-enter the trade following treatment for his affliction.

GLEANINGS from the WORLD of MUSIC

THE PAST YEAR AND THE FUTURE IN MUSIC PUBLISHING

1922 Has Been Close to Normal With Many of the Publishers, With the Usual Quota of Hits Developing—Optimism Regarding Next Year Shown in the Campaigns Planned

The condition of the music publisher particularly in the popular end of the business, reflects somewhat on the activity of sales in record. Therefore, a careful review of the situation in the popular music publishing field is appropriate at this time—practically the close of the year.

There is, of course, nothing stable or permanent in the popular sheet music industry. Therefore, a report on general trade conditions must needs be confined to the amount of salable works which have been issued throughout the course of the past twelve months. There, seemingly, was no dearth in hits. The usual quota of compositions of meritorious and popular caliber has been published and there were at least five or six big outstanding successes.

Probably the most remarkable song and dance success of the past season was "Three o'Clock in the Morning," which is still quite active and which has had a very substantial sale over a ten months period. There was hardly anything remarkable among the other issues outside of the success of "The Sheik" and "The Kashmiri Song," both of which were linked up with the motion picture entitled "The Sheik." It should also be reported that the year saw the unusual feature of having a particularly popular number during the months of July and August namely, "Sunbeam," which tended to keep what are sometimes termed dull months a little more active than usual.

Following the opening of the fall musical shows there seemed to be the usual quota of numbers with popular appeal. However, it is somewhat early to describe any of them as national successes. Probably "Journey's End," from the new show, "Up She Goes," and "Little Nellie Kelly," from the George M. Cohan show of the same name, are the features in that department of the publishing world.

It should be stated that despite a reduction in the volume of sales of popular numbers the popular music publishers as a whole have not been depressed by this situation. They have admitted that after all the meritorious numbers have had very substantial sales, some of them reaching huge figures. Therefore, their appropriations for the exploitation of works which seem to have possibilities have not been lessened, and, indeed, the majority of publishers are even spending more money than was the case for several years past.

The outlook for the coming year is, indeed, gratifying. Most of the publishing houses have a program that calls for much additional activity and enlarged appropriations for publicity. There has been issued during the past four or five weeks a substantial number of new songs, many of them of great merit and several which have shown indications of creating unusual sales. The publishers are looking forward to a most healthy new year and are making plans accordingly. This additional energy and effort, together with publications of no mean caliber, will, as stated at the outset, be reflected in future sales of popular records.

"DON" LINDEN WITH LEO FEIST

Joins Staff of Leo Feist, Ltd., Toronto, Ont.—Firm Secures Exclusive Sales Rights to "Century" Catalog in Dominion of Canada

Toronto, Ont., December 9.—Donald S. Linden, familiarly known by his wide circle of friends as "Don" Linden, has joined the staff of Leo Feist, Ltd., this city, in the capacity of manager of the professional department. This important announcement comes almost simultaneously with the news that this firm has acquired the exclusive selling rights in Canada for the "Century" catalog.

The Century catalog comprises some 1,500 of the world's standard compositions. The Century edition music is published by the Century Music Publishing Co., New York, and will retail in Canada at fifteen cents per copy. When dealers know the extent of the advertising behind the Century catalog and the energetic way in which Leo Feist, Ltd., are sure to push this new line in Canada they will realize what is involved in handling Century music. The publisher will run a series of advertisements in national publications featuring this interesting catalog.

"UP SHE GOES" HAS AUSPICIOUS OPENING IN NEW YORK

William A. Brady's First Attempt at Musical Comedy Well Received—Joseph McCarthy and Harry Tierney Collaborate on the Score, Which Is Being Published by Leo Feist, Inc.

With the opening of the new musical show, "Up She Goes," in the Playhouse, New York City, William A. Brady produced his first musical comedy. The production is a musical version of Frank Craven's comedy, "Too Many Cooks." The lyrics are by Joseph McCarthy and the music is by Harry Tierney, both of musical comedy fame. There is an excellent and well selected company, which includes Richard ("Skeets") Gallagher, Donald Brian, Gloria Foy and others.

Practically every paper in New York City in its review gave the new offering a particularly enthusiastic send-off. The New York Sun says: "A spontaneous, breezy and tuneful show and is well worth a trip. Its only shortcoming is the loss of some of the humor of the original—which loss is probably not missed so much when Harry Tierney can supply good tunes to take its place. A superabundance of gay, airy, tunes composed by Harry Tierney, who furnished the music for 'Irene' are at hand." The Mail, World, Globe, Herald, Times and Telegram and other papers are equally favorable in their comments.

The songs which are mentioned as coming popular successes are "Journey's End," "Lady Luck," "Nearing the Day," "Lymp," "Let's Kiss" and "Settle Down and Travel." Leo Feist, Inc., is the publisher.

LEO FEIST, INC., IS CLOSING A MOST SUCCESSFUL YEAR

Excellent Catalog Combined With Energy and Perseverance of Staff Brings Most Satisfactory Results—Some of the Year's Hits in Popular and Production Field

In [illegible] impressive manner Leo Feist, Inc., is bringing to a close one of the most successful years in the history of that establishment. This is a remarkable tribute to its meritorious catalog of the past year, the energy and perseverance of the coworkers in the Feist organization and the public response to the Feist slogan "You Can't Go Wrong With Any Feist Song."

The record is impressive, too, considering the fact that 1922 in music publishing and retail circles has not been considered an overly active year when popular music is under consideration. Any member of the Feist staff would naturally credit, and justly so, the past season's success of that company to the quality of the songs published, but that would not by any means fully explain the year's record. They would also contend that to make songs national hits they must be exploited through the orchestras and professional channels and that this work must be supplemented by appropriate advertising in various channels, which naturally calls for substantial expenditures.

Early this year the Feist organization decided that no matter what the outlook during any period in the course of the year it would continue to exploit its catalog on the same scale that was prevalent during what was considered more prosperous seasons. The year's results certainly justify the early plans.

Among the Feist songs that have been acknowledged national successes during the course of the past twelve months are "Virginia Blues," "Georgia," "Wake Up, Little Girl," "Stumbling," "Hot Lips," "Tricks," "All for the Love of Mike," "Swanee River Moon," "Three o'Clock in the Morning," "Lovely Lucerne," "Why Should I Cry Over You?" "Coal Black Mammy," "Toot, Toot, Tootsie," "When the Leaves Come Tumbling Down." The five latter songs are among the numbers the various Feist departments are still actively interested in. In addition to the above, the company has issued the "Feist Dance Folio No. 4," and the "Good Old-timer's Song Folio," both of which have had, and are still having, large sales.

The plans of the Feist organization for the year 1923 call for a continuance of the methods and arrangements which were found so successful during the past twelve months. The entire Feist organization with its numerous branches has employed its full quota of workers and will continue its activities without change. All the other arrangements of the departments will practically in every instance be carried out along the same general lines of the past year.

Among the songs announced for the coming season are "Dumbbells," by Zez Confrey, "Vamp Me," by Byron Gay, "Japanese Moon," "Flower of Arabs," "All Muddled Up," "Apple Sauce," "Peggy, Dear" and "I'll Give You Back Your Kisses."

In reviewing some of the activities of the Feist company during the past year no mention was made of the musical shows for which it publishes the music. "Blossom Time" and "Tangerine" of last season's fame are continuing to draw crowds, the former resumed its New York run and has a road show playing throughout the country. Early this Summer the new show, "Sue, Dear," opened successfully, and more recently the new William A. Brady production, "Up She Goes," for which Joseph McCarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called "The Little Kangaroo," will also have its New York premiere at an early date.

PHONOGRAPH REPLACES THE LUTE

U. S. Consul Reports That Chinese Show Distinct Favor for More Modern Instrument

Washington, D. C., December 7.—Foreign music is growing popular with the foreign educated Chinese, who are constantly increasing in number, says Consul Heintzleman, Hankow, in a report to the Department of Commerce. They cultivate this taste while they study in the schools and colleges conducted under the auspices of the various foreign governments and mission societies. Piano, organ and phonograph music are equally in favor with them. Phonographs which are comparatively cheaper in price are very popular in China and nearly every foreign family and wealthy Chinese family in the treaty ports which has come under foreign influence possess one.

While phonographs have a limited sale among the natives, due to their price, it would seem that an instrument of moderate price would have a wide distribution if it were properly advertised and marketed. Chinese records should be sold with any machine intended for the Chinese. In order to bring American musical instruments to the attention of the Chinese it would seem necessary to work through one of the longest-established foreign firms at Hankow.

The gramophone has been made an integral part of the educational facilities of the public schools of Stockport, England, on the theory that only by hearing good music can a love for it be developed in the students.

"RUNNIN' WILD" WITH "LOOSE FEET" GETTING RESULTS

Latest Feist Numbers Prove Overnight "Natural" Hits With the Leading Orchestras—Quick Arrangements Made to Record Them on Records and Rolls—An Unusual Occurrence

The orchestras today put the great majority of songs through preliminary tests in order to find their possibilities. This is done in co-operation with the leading publishing houses and applies to all numbers with the exception of what are strictly ballads or selections that have other points of individuality that would make such an's trials valueless.

However, the fact that one or two orchestras show favor or enthusiasm over a new song in its original form is no guarantee of its popularity and the public approval. In instances, and they are rare indeed, where practically all of the orchestras who "try out" a song tend to trade the number, accept it as the "real" and what is termed a "natural" but there is but little doubt as to its immediate popular appeal.

In one instance this situation was quite surprising to find that practically overnight, early in December, not one but two numbers from one catalog won this remarkable prominence and favor from all of the leading orchestras in the metropolitan district. The numbers are from the catalog of Leo Feist, Inc., and are entitled "Runnin' Wild" and "Loose Feet." Further substantiation of the possibilities of these new publications was noted when several of the leading talking machine record companies requested piano copies or an original manuscript, from which they could immediately make their own orchestrations, following the methods pursued by most of the orchestras who, in a like manner, had their own orchestrations made.

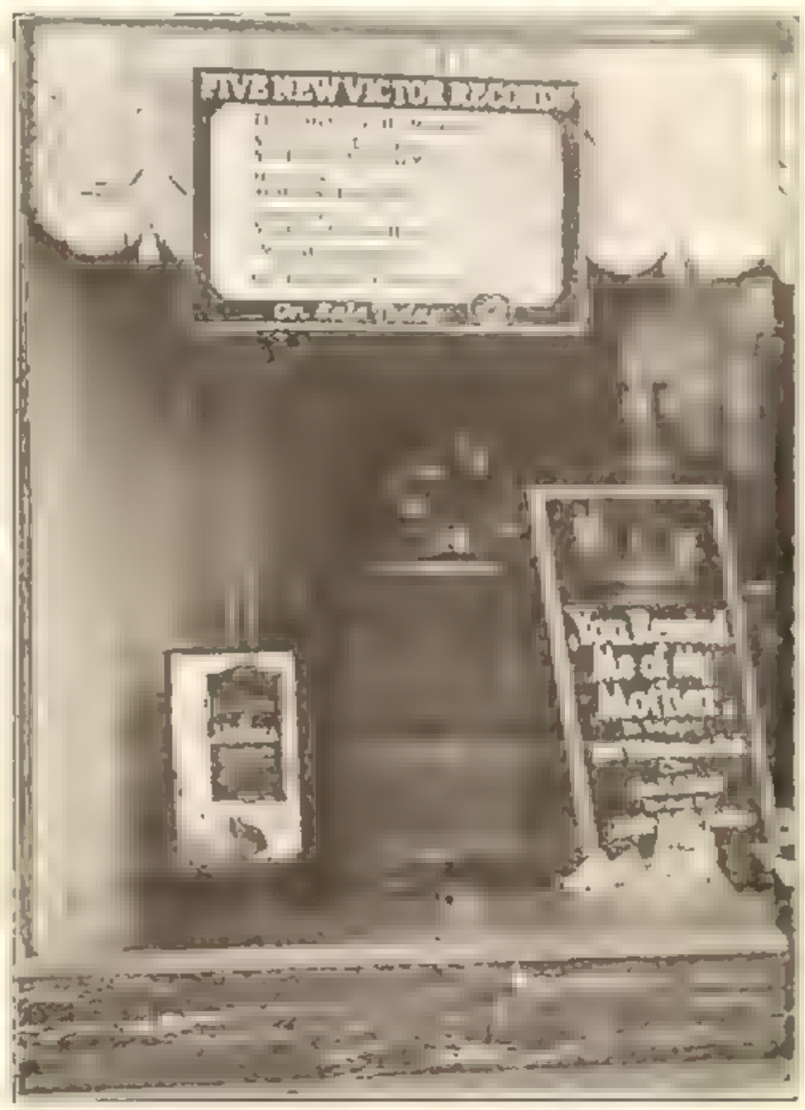
Following the footsteps of "Three o'Clock in the Morning," "Stardust," "Hot Lips" and other Feist successes of this year, these two additions to the "Feist roster" are of the most successful years in the history of that publishing firm.

The overnight success of "Runnin' Wild" and "Loose Feet" encouraged the Feist organization to increase substantially the usual appropriation for exploitation. A campaign was immediately planned and is now under way to give these two issues some of the most unusual publicity ever inaugurated in behalf of such a limited number of songs. The professional and the band and orchestra departments, as well as the numerous branch offices, with their entire staffs, have got enthusiastically behind the promotion of "Runnin' Wild," with "Loose Feet," will undoubtedly be heard everywhere. The two titles will be linked up in a manner that will probably mark a new precedent.

The fact that Leo Feist, Inc., has given the trade some of the most remarkable successes of the past year will induce the industry to co-operate upon the same scale as accorded by the Feist forces. In this, we are sure, considering the size, energy and scope of this company and its activities, they undoubtedly will be justified.

"LITTLE NELLIE KELLY" WINDOW

A. H. Mayers, of 1983 Broadway, New York, is responsible for the attractive window here reproduced featuring the Victor Talking Machine Co.'s releases from the George M. Cohan "successful musical hit, "Little Nellie Kelly," the songs of which is published by M. Witmark & Sons. These active sellers on the Victor records include "You Remind Me of My Mother," played by Paul Whiteman and his orchestra, and "Nobody Knows," [illegible] by the Art [illegible] backed by "You Remind Me of My Mother," sung by Harry Pace. Inasmuch as the display was featured simultaneously with the opening of the show in New York the group proved extremely effective from a record sales standpoint. The fact that Mr. Cohan is the producer as well as the author of the music lyrics and composer of the [illegible] made



Attractive Window Display by A. H. Mayers

HEMPEL SCORES IN RECITAL

Famous Edison Artist Delights Large Audience at Carnegie Hall—Sings Also With New York Symphony Orchestra

Mme. Frieda Hempel, famous soprano and Edison artist, gave one of her always delightful song recitals at Carnegie Hall on Tuesday evening, November 28. An immense audience was treated to great enthusiasm by the interesting program presented and the splendid quality of her singing. Mme. Hempel is unquestionably among the greatest concert artists now before the public, which realizes that it is always sure of receiving a great musical treat when it comes to hear this singer. Conrad V. Bos was accompanist and displayed his usual skill, while Louis P. Fritze, flutist, was a delightful aid in Mme. Hempel's singing of [illegible] "Il. Lauretta" [illegible] "Perles" from Pêcheurs de Perles.

Mme. Hempel was also heard on Sunday afternoon, December 10, with the New York Symphony Orchestra under Walter Damrosch, and received a very striking manifestation from the public of its appreciation of her ability as an artist and as a woman.

HUGO ERNST NOW CONVALESCING

The many friends in the trade of Hugo Ernst, vice-president and general manager of Paul Whiteman, Inc., New York, will learn with regret that this popular member of the talking machine trade was operated on for appendicitis a few weeks ago at the Polyclinic Hospital. Owing to the fact that he had been exceptionally busy for several months, Mr. Ernst had neglected to heed the warnings of his doctor and was taken suddenly ill while at his home. He was removed to the hospital where for a while his condition was considered dangerous, but it is understood that he is now convalescing and will be back at his desk in the near future.

CARUSO'S LARGE RECORD ROYALTIES

Review of Pierre V. R. Key's Biography of Caruso Shows Large Earnings of Tenor From Records Made for the Victor Co.

In the course of an interesting review of Pierre V. R. Key's "Enrico Caruso: a Biography," in the New York World, it is stated that:

"The sum of $1,825,000 in talking machine royalties had been paid to Caruso during the life of his contracts up to January, 1920, an average of a little more than $125,000 a year. But for the year from January, 1921, to 1922, the royalties received by the Caruso estate reached the sum of $400,000. Thus a total of $2,225,000 has been earned through the medium."

"DAILY DOZEN" IN POPULAR REVUE

Dealers Should Tie Up With Health Builders Product When "Passing Show of 1922" Reaches Their City—Great Send-off for "Daily Dozen"—An Aid to Increased Sales

Dealers outside of New York City who carry the Health Builders' set of Winter Garden's "Daily Dozen" on talking machine records will now have an opportunity to take advantage of the tie-up between [illegible] and the Passing Show of 1922. As was reported in detail in last month's World, this popular revue includes an act entitled "At Camp's" in which the entire chorus does the "Daily Dozen." After a long run at the Winter Garden in New York this show is now routed for a number of other large cities. It is announced from the stage that everybody ought to do these exercises in their own homes through the use of talking machine records. R. B. Winclan, president of Health Builders, Inc., points to the advantage of the dealer being able with the natural publicity in a manner to tie up interest to the best advantage.

CREDIT CONDITIONS IMPROVE

Chief Improvement in Business Lies in Credit Situation, Says J. H. Tregoe, Executive Manager, National Association of Credit Men

The chief improvement in business conditions is in the credit situation, according to J. H. Tregoe, executive manager of the National Association of Credit Men, in his December letter to the members of the organization. He adds that there has been a severe shaking down with the result that credit is now very comfortable and ready for service when the time arrives for its prudent use.

Failures, Mr. Tregoe continues, are very far below the number and amount involved of the same period last year. Collections, however, are not all regular and show no marked improvement. In his letter he also points out that the disparity in the purchasing power of the farmer is probably one-third less than what it was in 1913. The purchasing power of the laborer is probably one-third more than it was in 1913, which is too wide a spread for expectations of stable business to materialize.

Mr. Tregoe summarizes the favorable factors toward a business revival as follows: Improved conditions in the steel supply; the trade volume as reflected by carloadings, bank clearances and other indices of business; the general belief that an inflation would be easy to accomplish just now; increased buying power of the wage earner generally; increased price of cotton and tobacco; increased buying of railroad equipment; the ease in the credit situation.

Arrayed against those favorable factors are five unfavorable ones which he names as follows: The low buying power of the farmer generally reflected in the disparity of the price of farm products and of manufactured products; the car shortage; pessimistic talk; unsettled economic conditions in Europe; the danger of not holding fast to sound economic sense. However, the outlook is brighter than in some time.

PROPER DISPLAYS INCREASE THE SALE OF SHEET MUSIC

The Use of Wall Racks, in Which Sheet Music Can Be Displayed Most Efficiently, Results in Larger Sales—Publishers Designing Title Pages With This Method of Display in Mind

There seems to be a move among dealers to get more sales through popular issues. A great number of dealers are using wall racks for the display of some of the more successful or popular numbers. The use of such displays, in addition to attracting attention, more often than not acts as a silent salesman.

The results obtained through the wall racks in which each title is shown off advantageously are encouraging. There are other advantages such as simplifying the placing of, say, fifty popular titles before practically every customer.

Naturally, there are moments in every active retail establishment when the normal quota of clerks finds the clientele larger than can be accommodated advantageously. Taking into consideration that most stores, naturally, desire to give service and co-operation to every visitor, the racks at such periods serve a purpose of immeasurable value.

There is hardly any retail establishment that cannot find space available for such purposes. The racks come in small sections and can either be hung from the wall or set on the floor. In some cases dealers have placed them against the back part of the window near the door. This serves the purpose of allotting space for the display of current hits and brings such issues to the mind of every visitor to the store at the time of his or her departure, if not before.

Besides the current issues that can be displayed in this manner the slots in the rack will readily hold most of the dance folios and publications of that type, including, for instance, "The Most Popular Series." They have been found adaptable also for the display of orchestrations, in fact, Ben Kline, of the Phoenix-Kline Music Co., Syracuse, N. Y., impressively brought out that fact at the last convention of the National Association of Sheet Music Dealers.

All of which brings to mind the availability of the designs of title pages for such display purposes. A good many publishers are producing their numbers in a form that easily shows the complete title when inserted in such racks. However, there are still many numbers issued, the titles of which, when placed in such receptacles, do not show enough of the title to acquaint the customer with it without removal. Wherever possible the title page should be made to conform to such display. Naturally, it would hardly be possible to design all title pages in that manner. The publishers of anything but the black and white editions put great value upon the illustration that goes with the title of the song. Most of them have made a study of that feature and naturally it must be taken into consideration in arranging the title proper.

Another point that seems particularly pertinent is the gain or loss in the change of design of a title page following its first introduction to the trade and public. This latter is a question that has never been settled. It has been said on various occasions that dealers have placed before customers, upon request for a certain title, a newly designed covering which brought forth exclamations of surprise. How often that happens has never been figured and whether there is any appreciable loss in sales by the change has yet to be proved. The thought is worthy of some consideration and a word from dealers who have the direct contact might prove important.

BUY HOMOKORD RECORD STOCK

Favorite Manufacturing Co. Takes Over Entire Stock of the Hegeman-Stewart Co., Including Records, Machines and Accessories

The Favorite Mfg. Co., 105 East Twelfth street, New York City, one of the largest manufacturers and distributors of parts and accessories for talking machines, recently purchased the entire stock of the Hegeman-Stewart Corp., consisting of a catalog of Homokord records of imported German and standard selections.

The catalog comprises works of every description and is very complete. Some of the German selections are particularly in demand and the new American distributors will endeavor to keep it up to date.

Carl Kronenberger, president of the Favorite Mfg. Co., has forwarded announcements of this new acquisition to the trade and plans a sales campaign on the numbers.

VISITORS TO COLUMBIA CO.

Among the recent visitors at the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company's Cincinnati branch, and Fred R. Frisman, manager of the Dallas branch. Both of these visitors spoke enthusiastically of the business conditions in their respective territories.

THE HOUSE OF NEVER-WIN

Mr. Mean-to has a comrade,
And his name is Didn't Do,
Have you ever chanced to meet them?
Did they ever call on you?
These two fellows live together
In the house of Never-win
And I'm told that it is haunted
By the ghost of Might-Have-Been.

BERLIN RELEASES ON RECORDS

"Music Box Revue" Song Hits on Record Lists of Leading Companies

Several of the larger talking machine record and player roll manufacturing organizations have included the leading numbers from Irving Berlin's new "Music Box Revue" in their January releases. The most prominent of these numbers, however, will be included in the special bulletins after the middle of December. The songs that are most prominent in the musical show are "Caroline Lays," "Lady of the Evening," "Wait Till She Comes From the East," "Pack Up Your Sins (And Go to the Devil)," "Porcelain Maid," "The Little Red Lacquer Cage" and "Pretty on the Pepper."

NEW COLUMBIA RECORD ADS

Second Series of Ads Featuring New Recording Process Now Ready

The advertising department of the Columbia Graphophone Co., New York City, has recently announced that the second series of Columbia new process recording advertisements is now ready to be distributed to the leading newspapers of the country. These advertisements are the second of a series which are scheduled to appear in national mediums during the Winter months.

It was stated that the first advertisements announcing this new process of recording, were received with much enthusiasm by the trade generally. Columbia dealers everywhere report that Columbia records took a decided spurt following the announcement, which will help materially to increase the record demand in all parts of the country.

The window is the eye of the store.

FIGHTING FOR MILEAGE BOOKS

National Council of Traveling Salesmen's Associations Files Brief With Interstate Commerce Commission Urging Issuance of Interchangeable Mileage Books as Per Law

Washington, D. C., November 28.—Claiming that the carriers have produced no evidence that would show a possible injury by reason of the issuance of interchangeable mileage or scrip coupon tickets, the National Council of Traveling Salesmen's Associations, through its attorney, Samuel Rhundberg, has filed a brief with the Interstate Commerce Commission asking it to order the issuance of such tickets in accordance with the bill passed by Congress shortly before the session adjourned.

The traveling men's brief summarizes the testimony which was given by their representatives during the hearings held before the commission and reviews the testimony of the carriers. "The commercial travelers who have appeared in these proceedings believe that the evidence presented clearly establishes the fact that there is a demand from the merchant and salesman of the country for the issuance of an interchangeable mileage book at a reduced rate," it is declared in the brief. "That, in their opinion, the book, if issued with reasonable rules and regulations that will not retard its sale, and yet will at the same time sufficiently protect the carriers against abuses, will result in a great stimulation of business which will bring added revenues to the carriers and generally benefit the business of the country."

A rate of 2½ per cent below normal passenger rates is asked by the travelers.

Elmer Bernstein, daughter of Louis Bernstein, head of the music publishing firm of Shapiro, Bernstein & Co., Inc., was married to Eugene Pelton on the evening of November 16.

CELEBRATES FORTIETH ANNIVERSARY

Will A. Watkin Co., of Dallas, Tex., Passes Fortieth Milestone

Dallas, Tex., December 10.—The Will A. Watkin Co., of this city, recently celebrated its fortieth anniversary with a complimentary concert at the City Temple by Elsa Jean, Belgian cellist.

The concern is one of the first music establishments to be opened in Dallas and has been in business continuously since it began. The present officers are: Will A. Watkin, president; A. Rarland, vice-president, and Robert N. Watkin, secretary.

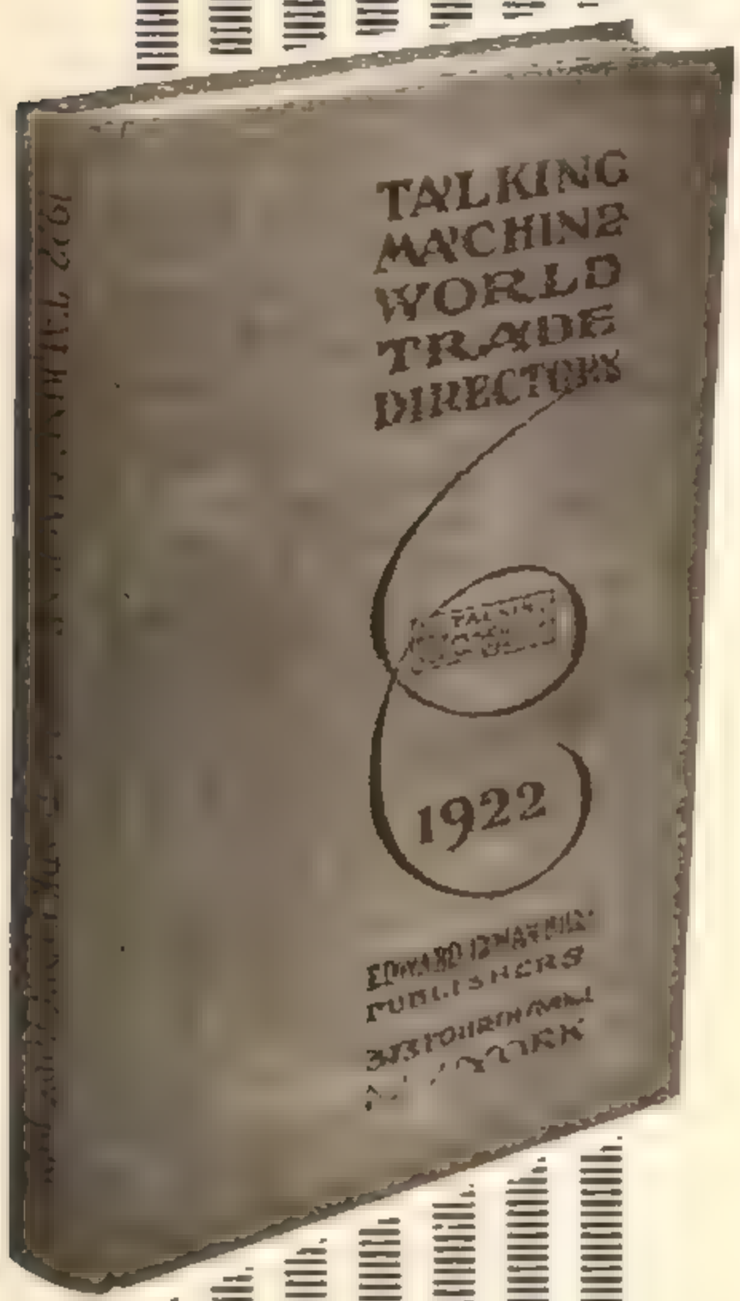
GOLDMAN BAND IN CENTRAL PARK

The annual series of mid-Summer evening concerts given by the Goldman Band, under the direction and management of Edwin Franko Goldman, for the past five years, will be transferred next Summer to special quarters in Central Park, according to the building plans of Columbia University, which will utilize the former grounds given over to these concerts for their new buildings.

During the past season this band played to more than a million music lovers and marked the highest point of attendance since the inception of the series.

The Goldman Band of seventy pieces will begin its season on June 4 and will continue for twelve weeks, until August 26. The band concert nights will be Mondays, Wednesdays, Fridays, Saturdays and Sundays. In all there will be sixty concerts.

Joe Morrison, Inc., recently published a song entitled "To Have and to Hold," which is being exploited in conjunction with the Paramount picture by the same name.



AN IDEAL ADVERTISING MEDIUM FOR YOUR USE—RATES FOR ADVERTISING SECTION IN 1923 EDITION WILL BE SENT ON REQUEST.

NOTICE

The 1922 Edition of the *Talking Machine World Trade Directory* demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

1922 also proved that the *Talking Machine World Trade Directory* successfully fulfilled the purpose for which it was issued.

We are now, therefore, diligently at work compiling, editing and classifying the 1923 edition of the *Talking Machine World Trade Directory.*

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. Such listing is absolutely free. However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the *Talking Machine World Trade Directory* has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

USE THIS COUPON NOW

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City

Gentlemen:

Please send me DATA SHEETS [illegible] Talking Machine World Trade Directory

Name .....

Firm .....

Street .....

City and State .....

INDIANAPOLIS

Dealers in Keen Competition for Holiday Trade—Ayres Store Celebrates Fiftieth Anniversary—Kiefer-Stewart Co. Elects

Indianapolis, Ind., December 8.—Every conceivable sort of terms are being offered to prospective purchasers of phonographs by the dealers in Indianapolis in their bid for the Christmas trade. Keen competition such as the last few weeks has developed is stimulating trade to a marked degree, but nevertheless there are mutterings of dissatisfaction here and there even among those who are taking full advantage of the instalment plan. Some are accepting the small payment down plan as being the best means of developing business, others use the plan reluctantly as one being forced on them, while a few dealers flatly refuse to advertise any other plan of merchandising, than that which they have always accepted as the most desirable.

Helping Out in Holiday Rush

Walter E. Kipp, who recently sold his interest in the Kipp Phonograph Co., Edison distributor, to the Phonograph Corp. of Indiana, is taking an active part in the business of the retail store only during the holiday season, he says. Although he retains his interest in the retail store he proposes to leave the management to W. O. Hopkins. Mr. Kipp's plans include a period of rest, after which he will take up some line of business which he will decide on in the meantime.

F. R. Follis, of the talking machine department of L. S. Ayres & Co., reports that his business for the month of November equaled the total business he had anticipated for both November and December.

Feature Wallace Reducing Records

Mr. Follis promoted the sale of Wallace reducing records one week by having classes for the benefit of customers every morning and afternoon during the week. Miss Vivian Daniels, of Chicago, conducted the classes, which attracted much attention among the shoppers at the store and afforded copy for a feature writer on one of the local newspapers.

Celebrate Golden Anniversary

One of the main features of the retail trade of the city during the month was the "Golden Anniversary" celebration and sale which was started in elaborate fashion by the Ayres store. Each department of the store was given a quota to be met during the week of the sale. Mr. Follis won a prize for the showing of his department in having the largest increase over its quota of any department during the last day of the sale.

Kiefer-Stewart Drug Co. Elects

G. Barrett Moxley, former vice-president of the Kiefer-Stewart Drug Co., Sonora distributor, this city, was elected president at the annual meeting of the stockholders and directors to succeed the late William Scott. A. Kiefer Mayer was made first vice-president, Edward L. Mayer, second vice-president; Michael P. Lynch, third vice-president, and J. Edward Stultz, secretary-treasurer. The new board of directors is as follows: Charles Mayer, chairman, Thomas A. Attord, Frederick G. Berkman, A. Kiefer Mayer, Oscar Maurer, G. Barrett Moxley, Bert O. Leary, Ellsworth E. Olcott and J. Edward Stultz.

Start Ten Days' Sales Campaign

The Edison Shop inaugurated a new merchandising policy the latter part of November by advertising that "50 cents down secures your Edison for Christmas morning." A ten days' sale campaign was opened with a full-page ad in the newspapers setting forth conditions of the sale. This full-page was followed by half-page and quarter-page ads on the same proposition.

A New Baldwin Co. Manager

E. J. Carr, formerly with the Wilbur Templin general music store at Elkhart, has been appointed manager of the Baldwin Piano Co. store at Muncie.

New Edison Models Popular

J. M. Van der Voort, assistant manager of the Phonograph Corp. of Indiana, says that the new models of Edison machines have made such a hit among dealers throughout the State that it is impossible to keep pace with orders.

The Schneider Music Co., of Vincennes, has taken on the Edison line. The company also

carries Victors and Brunswicks. J. C. Hull, of Tell City, has taken on the Edison as an exclusive line.

Shortage of Brunswicks

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says he has found it impossible to obtain Brunswick machines in sufficient quantities to supply the demand. This condition, which is prevalent in Indiana and adjoining States, says C. A. Moore, general salesman for the Brunswick Chicago branch, will be corrected after the first of the year when the entire output of the factory is to be diverted to Chicago for distribution in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr. Moore recently was transferred from the Davenport, Iowa, territory to the Central Indiana territory to succeed Charles Saylor, who has accepted a position with the Brunswick Shop in Indianapolis.

With the Brunswick Dealers

The Butler Music Co., of Marion, has taken on the Brunswick line. The proprietor, J. Edwin Butler, is president of the National Association of Music Merchants.

The James E. Hamilton Music Store, of Greencastle, is doing some valuable publicity work for the Brunswick by broadcasting the records.

The name of the Lott's Department Store, Brunswick dealer at Anderson, was changed December 1 to the Waggoner Furniture Co.

New equipment is being placed in the store of J. E. Nash & Son, Brunswick dealers at Franklin.

Mr. Herdman, of the Indianapolis Baldwin store, recently employed Miss Daniels, of Chicago, to demonstrate the use of the Wallace reducing records. The demonstration was on a platform in a show window.

Celebrate Pearson Anniversary

The forty-ninth anniversary sale of the Pearson Piano Co. has proved successful so far as the phonograph department is concerned, H. A. Brown, manager, says. He reports brisk demand for Victor, Edison, Vocalion and Cheney. He is featuring just now on billboards the Vocalion machines and red records.

Business Good at Widener's

"Business is very fine," says W. G. Wilson, manager of Widener's Gratonola shop, "and we anticipate having the best Christmas trade in the history of the store." Mr. Wilson says the Columbia machines are selling well. He is featuring now his new special machine, "Widener's Premier." He also has added a stock of Vocalion records for sale with the Columbia.

Window Display of Gennett Records

I. H. Bracken, manager of the Starr Piano Co. store, got in a window display that attracted a great deal of attention during the last two weeks of November. It showed the materials that enter into the manufacture of Gennett records and the appearance of the record at various stages of its manufacture.

Mr. Bracken reports that he is shy on Starr phonographs and therefore is finding it difficult to meet the demand. November, however, proved to be the biggest month for record sales that the Indianapolis district, including central Indiana, has experienced.

Demonstrates Victor Health Records

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., featured the Victor health records in November. She employed two pupils of a local gymnastic school to demonstrate the exercises in the show window. The publicity was valuable chiefly through the comment it provoked, she reports, although sales of the records as well as sales of machines were stimulated somewhat as a result.

Kimball Machines in Demand

The sale of Kimball machines is particularly brisk now in the better models, according to C. F. Kahn, of the Capital Paper Co., distributor. He reports that the Phoenix Furniture Co., of Indianapolis, conducted a successful campaign by means of circulars during the latter part of November and early in December.

K. M. McNeely, piano dealer of Elizabeth, has taken on the agency for Kimballs in that territory.

Takes Charge of Phonograph Department

M. H. Zessler, general sales manager of the Mooney Music Ward Co., Pathe distributor, has assumed charge of the phonograph department. Business is normal for this time of the year, he reports, with the Actuelle records selling well. He anticipates that the company will go after new business with renewed vigor after the first of the year.

Pressed records are much in demand, says C. H. Bechtel, manager of the Sonora department of Chas. Mayer & Co. He says he is making no effort to promote sales by special offers, but is doing solely on the merits of the machine and the trade.

OPENS FINE VICTOR DEPARTMENT

Salem, Mass., December 8.—The opening of the new Victrola department of the J. J. Lomasney Co. recently was marked by concerts among the attractions and events which were well attended by an enthusiastic throng of music lovers and their friends. The department is one of detail throughout and the Victor [illegible] Vel Gould of the Victor [illegible] demonstrated.

The Adams Music Co., Lawrence, Mass., was considerably damaged by a recent fire.

NEW PATHE LOUD SPEAKER READY

Latest Product of the Pathe Freres Phonograph & Radio Corp. Possesses Many Interesting Features—Eliminates the Horn

[illegible]

[illegible] Pathe Freres Phonograph & Radio Corp., described the loud speaker as something entirely new in contrast to all other loud speakers. He points out the sound waves are given in a direct manner from the diaphragm and not from the sides of a metallic horn thus eliminating any metallic sound. In this respect it is somewhat similar to the Actuator reproducer. Also, it is claimed there can be no prolonged sound after the original ceases. It is stated that the electro-magnetic unit of the instrument is exceptionally efficient, converting into mechanical energy a larger part of the applied electrical energy than other speakers of its class. The use of an external battery is claimed to be unnecessary with the Pathe loud speaker and the operator can [illegible] volume and quality of sound to suit particular desires and requirements through the means of a knurled thumbscrew adjustment which governs the armature. Although light in weight and extremely compact the Pathe loud speaker is rugged in constructed and is not easily damaged. A peculiar property of the diaphragm is that although it may be punctured in several places it will continue to give clear sound and should the new diaphragm be desired at any time it will always be obtainable and easily installed at a low cost.

A Pathe official in describing the loud speaker, spoke as follows: "The fact that the instrument is a loud speaker does not mean that it can be connected in the place of head telephones on an ordinary receiver, crystal and [illegible] a vacuum tube. Just as [illegible] a room any more than a [illegible] can be successfully operated [illegible] steam. The receiver must be equipped to supply the energy. To use the Pathe loud speaker it is only necessary to employ a receiver fitted with a generator amplifier and a B battery such as the Pathe. The two terminals of the speaker are wired to the telephone binding posts without [illegible] a switchboard, source of current or any [illegible] considerable [illegible] the speaker should be [illegible]

[illegible] the Pathe loud speaker the use of a three-stage audio frequency amplifier with a plate battery of 90 to 135 volts is recommended. Such an instrument can be connected to any receiver equipped having a vacuum tube or even a crystal detector and the loud speaker will fill a large room or hall with sound. This arrangement has the advantage over the use of a two-stage amplifier and an instrument requiring a battery to excite its field in that the power consumption is no greater, the volume of sound is, and the three-step amplifier is available for use with ear telephones for the reception of distant signals. The likelihood of leaving a storage battery connected all night is much less when it is employed to light a tube than to energize a magnet which gives no visible indication as to whether the power is on or off.

The thorough experience of Pathe engineers in sound reproduction and the manufacturing facilities found in the large Pathe factory in Brooklyn bespeak the stability and future of this newest loud speaker. Careful laboratory tests and inspection will insure the quality of each loud speaker sent out. Its general attractiveness and reasonable price, together with the intensive sales campaign planned and the efficient organization behind it will, undoubtedly place the Pathe loud speaker in the forefront [illegible] 1923.

DISPOSES OF EIGHTEEN MACHINES

[illegible] Stulce, Columbus dealer in the city received a carload of Grafonolas at 2 o'clock one evening and started his campaign that very night. The next

Stulce's Carload Campaign

day he sold eighteen Grafonolas. Elaborate and complete preparations were made for this campaign and practically every type of publicity was used, including newspaper notices, display signs, advertising sheets, photographs on the car while being unloaded and sidewalk displays of the Grafonolas. It is interesting to note that not one of the eighteen Grafonolas sold on the first day went out on a small payment, but the majority of the sales were for cash.

LOUIS UNGER IN NEW POST

Traveling Representative of Brilliantone Steel Needle Co. Made Treasurer and General Manager of Reflexo Products, Inc

A happening of interest to the entire trade was noted at the commencement of the research year of [illegible], when Louis Unger, general traveling representative of the Brilliantone Steel Needle Co., which position he has occupied for the past five years, and his appointment as treasurer and general manager of Reflexo Products, Inc., New York. Mr. Unger is a models experienced needle and tension machine man. Ten years ago he entered the field in the retail business at Dr. [illegible], Sol Lazarus, and later joined the staff of the Brilliantone organization. His former retail experience has been of particular benefit in giving him an intimate understanding of the problems of the dealer and the two years spent in the Brilliantone organization have given him a remarkable knowledge of the needle business. Mr. Unger during that time formed many strong friendships throughout the trade from coast to coast and throughout the Dominion of Canada, which he also covered.

Mr. Unger succeeds L. R. Forster, who recently resigned as treasurer of Reflexo Products, Inc., and he will have full charge of the factory. Reflexo Products, Inc., was previously associated with the Brilliantone Co. under the management of R. R. Forster, but is now an entirely separate organization under Mr. Unger. Its directorate and attractive offices have been located on the seventh floor at 347 Fifth Avenue. Reflexo Products, Inc., is sole distributor of W. A. Lawrence Gold Edge and Reflexo Permanent needles, and is the Brilliantone Co. [illegible] sole agent for the staple steel product. Mr. Unger has already enthusiastic [illegible] for new duties and is making plans for the extension of the business in 1923.

In an interview with a representative of The World Mr. Unger stated: "We are planning big things for the coming year. All indications point toward a big year and this, coupled with the quality of and demand for Reflexo products,

Louis Unger

[illegible] great promise. The Reflexo Blue Steel needle is selling very well as is also the Gold Edge needle, which is and always will be a Brilliantone steel needle plated. I am planning to make 1923 the biggest year in the history of the Reflexo organization."

SONORA STYLES FOR 1923

Artistic New Models to Make Their Debut—The Entire Line Will Be Representative of This Celebrated Firm—Preparing Publicity

The Sonora Phonograph Co., New York, announced to its trade this week that it had decided upon its 1923 line. In preparing the Sonora line for the coming year, the company decided to have it embody a representative group of instruments that would give the dealer an opportunity to take advantage of every sales possibility. With this idea in mind, certain models appearing in the 1922 line will be replaced by new ones, among which are the four instruments known as the "Melodic," "Barcarolle," "Serenade" and "Marlborough" and which will be featured by the company during the next twelve months through the medium of the same high grade publicity that has characterized Sonora activities for so many years. Attractive catalogs are now being prepared for the trade.

The complete 1923 Sonora line with retail list prices is as follows: "Portable," $60, upright; "Melodic," $75; "Etude," $115; "Barcarolle," $150; "Baby Grand," $200, and "Elite," $265. The standard line of Sonora period models for 1923 will be the following: "Marquette," $125; "Serenade," $150; "Pembroke," $175; "Marlborough," $185; "Canterbury," $225; "Queen Anne," $275; "Louis XV," $325.

The instruments in the de luxe period model line will be as follows: "Bardini," "Italian Renaissance" (polychrome and antique), "English Renaissance" (polychrome and antique), "Louis XV," "Gothic" (polychrome and antique), "Travmore," "Jacobean" (polychrome and antique), "Chippendale," "Adam," "Sheraton," "William and Mary" and "Colonial."

Good will of customers is vital to success.

ARTHUR H. CUSHMAN WITH EMERSON

Well-known Sales Executive Appointed Sales Director of Emerson Phonograph Co—Splendidly Equipped for This New Post

B. Abrams, president of the Emerson Phonograph Co., New York, announced [illegible]

Arthur H. Cushman

appointment of Arthur H. Cushman as director of sales. Mr. Cushman assumed his new duties the first of December, although [illegible] the word "[illegible]" should [illegible] be used [illegible] the Cushman [illegible] years [illegible] the development and [illegible] Emerson business under the old [illegible]

The Cushman [illegible] well known to talking machine jobbers and dealers throughout the country, as he joined the Emerson organization several years ago and in the capacity of general sales manager built up an exceptionally capable and efficient sales staff. He studied the requirements of the jobbers and dealers in order to give them practical service and cooperation and applied an intimate knowledge of the record business that was reflected in the success of the Emerson sales.

More recently Mr. Cushman was associated with the electric builder, manufacturer of the Wonder Lamp Dairy Dozen, and in rejoining the Emerson organization he brings with him a considerable knowledge of merchandising conditions that will be placed at the disposal of Emerson dealers.

Since Cushman also has been a member of the Emerson sales staff for quite some time, he has been promoted to the position of assistant sales manager and will work in close cooperation with Mr. Cushman.

BIG DRIVE ON "GYPSY BLUES"

Nearly 500 Victor records of "Gypsy Blues" were disposed of by the Edwin Co., of Atlanta, Ga., in a drive on this number which consisted merely of placing special stuffers in the envelopes to customers which contained the monthly record supplement.

SUCCESSFUL OPENING IN BROOKLYN

A Lesser Features Concert and Music Memory Contest at Opening of New Victor Store at 631 Sutter Avenue in Our Sister Borough

A. Lesser held his formal opening of his handsome new talking machine store at 631 Sutter avenue, Brooklyn, N. Y., on December [illegible] and attracted a large and interested crowd through the medium of some excellent advertising and the featuring of a concert by an Hawaiian quintet.

Mr. Lesser, who handles the Victor line, conducted a very successful music memory contest among the school children in his district, the final examination being held on the night of the opening. The first prize, a gold medal, was won by Anna Sommers, of Public School No. 149, the second prize by Theodora Schwarzack of the same school, and the third prize by Esther Elkins, also of school 149, which is awarded the school banner. The second school banner went to school No. [illegible]. An interesting feature of the opening program was the playing by the school orchestra from No. 149.

OPTIMISTIC FORECAST OF BUSINESS FOR 1923

A. H. Curry, Vice-president of Thomas A. Edison, Inc., Phonograph Division, Makes Interesting Analysis of Business With His House During Past Year—Message of Cheer

A. H. Curry, vice-president in charge of the phonograph division of Thos. A. Edison, Inc., talked in a highly optimistic vein regarding the trade outlook for 1923 when interviewed by The World recently.

He said there seemed no doubt but that the general improvement in Edison business, which has been manifest each month for some months past, predicates an excellent year in 1923 not only for the Edison Co., but for the Edison jobbers and dealers. He estimated that the increase at the factory would be about 100 per cent over that for 1922, that the jobbers' business would increase about 75 per cent over that for the year, and that the dealers' business would increase on the average of 50 per cent over last year. For some time past the Edison Co. has kept a record of the ratio which has existed between the factory sales to jobbers and the jobbers' sales to dealers and the percentages mentioned above are based upon the table. The differences in the percentages of increase are, of course, due to the fact that the dealers are first to accomplish liquidation, the jobber next and the factory last.

Liquidation with the Edison retail trade has been practically completed and January 1, 1923, will see the smallest amount of stock on the floor of Edison retailers that has ever been the case. All of this, Mr. Curry feels, will cause a great deal of enthusiasm insofar as selling efforts during the forthcoming year are concerned.

Mr. Curry further feels that the retail dealer will see fit to carry a somewhat larger inventory of merchandise than has been the case during the so-called period of depression. Where, in 1921 and the first half of 1922, twenty-five phonographs was quite a stock for the dealer to carry who was selling only from ten to fifteen per month, it is probable that the same dealer will be glad to stock fifty phonographs when he is turning over from sixty to seventy-five per month.

With liquidation accomplished and with the door stocks at a low ebb the new year will start off on the basis where the dealers will purchase on a basis of actual needs and the jobbers will do likewise. That is a condition for which the Edison organization has been strenuously working for the last year and which the whole trade has hoped would obtain at an early date. Of the 50 per cent increase which Mr. Curry anticipates in the retail business of Edison dealers he feels that one-half will be due to the new models which were introduced in 1922 and the consequent broadening of the Edison market and that the other half will be due to the general business improvement and increased prosperity of the nation.

A. H. Curry

He said that the introduction of the new Edison models had already been responsible for increasing the demand for certain of the older styles which had remained in inventory with the jobber until the latter part of the current year. This was a more or less unexpected reflex demand.

The new system of releasing records which the Edison Co. will employ starting in February next year, Mr. Curry believes will be a very, very powerful selling factor to the retail merchant to operate his record department at a continuous profit. It will give the dealer a chance to always have something new to show those who drop in at his store and will in itself be a business to local residents making frequent visits.

Mr. Curry feels that prices will remain stable during the coming year as there is nothing new to indicate any likelihood of a further reduction, due to the fact that there are no oversupplies of raw materials and labor costs do not show any tendency to drop for at least another year.

Surveys made by the Edison Co. indicate that 50 per cent of the potential buyers of phonographs are financially capable of buying or have the space to devote to console models and that as a consequence the total percentage for the industry should normally run something like 25 per cent console and 75 per cent upright models. However, Mr. Curry believes that energetic salesmanship is likely to cause many people to buy console models who should not logically do so and that as a consequence the ratio is more likely to run fifty fifty.

Terms, Mr. Curry believes, will be definitely shortened during the coming year, chiefly because the purchasing public will be better able to pay for whatever it may be buying. The retail trade has always extended terms when they were had in order to maintain volume, but when general business is good it has been generally found that a year is sufficient time for the average instalment sale and fifteen to twenty months about the maximum that should be allowed.

Mr. Curry doubts that there will be any radical changes in either phonographs or records and that the industry will proceed on a basis of returns which has already been established as at least correct. He does not feel that radio will prove a serious competitor of the phonograph and in general foresees an excellent year for all dealers who work vigorously and who operate their respective businesses with firm confidence.

PERFECTING UNIQUE INVENTION

Miss Mary Hallock, well-known pianist and Columbia artist, has been visiting Pittsburgh in connection with the perfection of her invention relative to the use of light and color in conjunction with the player-piano and organ. The first organ to be perfected has been ordered by Pierre Dupont, well-known financier, and will be installed within the next sixty days in his mansion. In addition to her musical and engineering activities, Miss Hallock has been visiting Columbia dealers in Pittsburgh.

EDUCATIONAL WORK IN COLUMBUS

Miss Streeter, of Victor Educational Department, Addresses Teachers, Parents and Music Lovers While in That City—Retailers Enjoying Healthy Volume of Holiday Business

Columbus, O., December 11.—One of the features of the month was the recent visit to this city of Miss Margaret M. Streeter, of the Educational Department of the Victor Talking Machine Co., who delivered a number of addresses before local clubs and gatherings of teachers and music lovers on the question of carrying on education work through the medium of the talking machine and the importance of training children properly in music [illegible]

It happened that Miss Streeter visited Columbus at a very opportune time, as the week of December 4 was known as Education Week in this city. In observing this week a special meeting of the Franklin County Parent Teacher Association Council was called for Thursday afternoon, December 7. Miss Streeter was invited to address this body. Because her audience on this occasion was composed of presidents of parent teachers' associations and principals of public schools, Miss Streeter spoke on music appreciation from a different angle.

She commended the authorities of the State of Ohio for the appointment of Mrs. Nelle Sharp to the office of State Music Supervisor. "Ohio is now in the class of a few other progressive States in the field of music. It was my pleasure to meet with Mrs. Sharp the other day and I was amazed at the splendid musical innovations Mrs. Sharp has already inaugurated. You are going to have fine results from the public schools in the rural and urban districts. I hope that you mothers and teachers will co-operate with Mrs. Sharp in her work which is needed in Ohio as in many other States in the Union," Miss Streeter said.

Dealers in this city are enjoying a healthy business in both records and machines. E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., 168 North High street, reports that a very good volume of business was done by this firm in the past month. Of course, with the approach of the holiday season a much larger volume of sales is anticipated. The smaller machines, particularly the new flat top, hundred dollar consoles, have been very much in demand.

Leslie J. King, manager of the talking machine department of the Morehouse-Martens Co., High and Town streets, has added a number of new people to his sales force. They are Miss Bell Mathews, Miss Violet Hines, Miss Ethel Hoyt and B. C. Lynn. The type of work delegated to Miss Hoyt will take her out of the store. She will visit the homes of prospective customers. The other salespeople will do their selling in the store.

Every talking machine dealer, whether he conducts an exclusive talking machine business or carries that line of goods along with other lines as in department stores, has featured the talking machine records in attractive window displays in the past week. Practically all window displays were arranged so as to suggest a Christmas atmosphere. Among the firms whose window displays are unusually well arranged are the Morehouse Martens Co., featuring both the Victrola and Brunswick talking machines, the C. C. Baker Co., who carry Victrolas and Columbias, Heaton's Music Store, the Elite Music Store, Spence Music Store, Robert L. Seeds Co., who carry the Columbia and Cheney phonographs, and the Stewart Bros. Furniture Co., Victor dealers.

PERU REVISES CUSTOMS TARIFF

The customs tariff on many commodities, including talking machines and pianos, has been revised by Peru, according to advices received by the Department of Commerce from Attache Dunn, located at Lima, Peru. The increased duties average 22 per cent.

Work on the fine new building of Adolph Winters, prominent music dealer of Richmond, Cal., is being rushed to completion and the large stock of Victrolas, records, pianos, etc., will soon be housed in the new quarters.

BALTIMORE

Business Jumps From Fifty to Three Hundred Per Cent Over Last Year's Figures—Department Stores Die for Business—The Notes

[illegible] Nov. December 8.—The talking machine business has been exceptionally good since Fall trade started in and a number of the dealers report that October, the best November in the history of their business, increases over the corresponding month of 1921 being placed as high as [illegible] per cent and the lowest 50 per cent. The only question now confronting the dealers is that of being able to fill orders on their books for the holiday trade. Few of the dealers expect to be able to do this unless the factories make materially heavier shipments and present freight conditions improve.

Naturally, the retail stores have also had a considerable better business both last month and so far in December and this notwithstanding the fact that the department stores this year are all making extensive drives in their talking machine departments.

One of the distinguishing features in the present trade situation is the advertising of machines at standard made at cut prices by one of the large department stores, which, in addition to price inducement, is offering free records.

In addition, the same store also advertises the Ediola No. 100 phonograph at $29.75. Other makes of phonographs advertised at cut-rate prices in other department stores are the Player-tone, $59.95, the Aeolian, $79.75, the Supreme, $69.50, the Vitanola, $95.00, the Super-tone, $[illegible], the [illegible]-tone, $79, and the Pathe $95.00.

A concerted effort on the part of talking machine shops, department stores and furniture houses to make this a talking machine Christmas is being made in the way of extensive advertising in the daily papers. Large and attractive displays are also being featured in the show windows of all shops and stores, which is backed up by attractive advertising in the daily papers.

Polinck's furniture store is featuring the Grafola as a Christmas club proposition. The Cantrell Piano Co., on Eutaw street, is making an extensive drive on the Edison machine and reports big business. The J. Paul Hamilton Co. on North Howard street, reports excellent trade in and big demand for the Cheney, while the demand for other well-known makes is equally good.

Manager Roberts, of F. F. Droop & Sons Co., says business so far this year, even without all the holiday trade, is away ahead of last year's record.

Manager Shaw, of the Brunswick agency, says that business of this branch last month more than doubled that of any month in the history of the agency here. Two new Brunswick accounts opened this month are N. Davis & Sons, of Pocomoke City, Md., exclusive dealers, and R. W. Norman Co., of Salisbury, N. C.

Mr. Shaw has just returned from Norfolk, Va., where he went to attend the opening of the Sprankle Piano Co.'s store on December 9.

A canvass of the retail shops shows conclusively that practically all dealers are very optimistic as to the outlook for the Christmas trade and unless there is a big slump in the business between now and Christmas the holiday trade this year will, no doubt, be greater than any in the history of the business, with the possible exception of the wartime trade which, of course, was an abnormal volume.

FINE YEAR FOR FRED. GRETSCH

December Will Close Biggest Month in History of Fred. Gretsch Mfg. Co.

"An exceptional year in every respect," is the way E. F. Strong, sales manager of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y., described 1922. December will close as the biggest month in the history of the Fred. Gretsch Mfg. Co., with November a very close second. December was a record month not only in the number of instruments, but in dollars and cents as well. In addition to the large amount of increased business from our old dealers we opened many new accounts during 1922. These new dealers report much success in the handling of musical merchandise. One specific instance was a dealer in Hempstead, L. I., who although only opened a few months, has just made his fifth sale of a saxophone and for spot cash, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923.

Walter Gretsch, whose return from European markets was announced last month, reports somewhat chaotic conditions in the continental manufacturing industries, but a manifested disposition on the part of all to remedy this condition as quickly as possible is evidence and these efforts will, no doubt, clear the situation somewhat in the not far distant future.

Is the Phonograph Dealer Missing His Opportunity in Radio?

Every Phonograph Dealer has undoubtedly thought of the question: To whom does the major portion of the Radio business belong?

Without question, the Phonograph Dealer—by virtue of his organization, facilities and experience—is far better equipped to handle higher grade radio instruments than any other class of trade. It is only for him to grasp his opportunity—NOW

Though the radio art is comparatively new, the public has already awakened to the realization that, for the best enjoyment of broadcasting, quality wireless apparatus is a foremost essential. The radio-buying public is therefore insisting not only upon wireless equipment that is scientifically correct in every detail of construction, but that, in addition, has an attractive appeal from the standpoint of neat appearance and as a suitable acquisition for the finely furnished home.

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces a Radio line that achieves superiority by reason of elegant design, scientific accuracy, simplicity, as well as unusual volume and clarity of tone. The Bestone line will appeal to those who recognize Radio as a practical art and to those who seek the manifold diversions as made possible by popular broadcasting.

Prices of Bestone Sets range from $22.50 to $125.00.

Send for Illustrated Catalog—and complete Sales Proposition

HENRY HYMAN & CO, Inc.

Manufacturers

Executive Office:
476 BROADWAY, NEW YORK

Branch:
212-216 W. AUSTIN AVE., CHICAGO

DETROIT

[illegible] and Greater Trade Leads to Holiday Optimism — Stores in Gala Array — Gift Appeal in Ad-

[illegible] Music [illegible] The talking ma[illegible] brisk [illegible] to close [illegible] Holiday [illegible] de[illegible] Interest [illegible] the [illegible] and sales of [illegible] to set a record in [illegible] models are also evoking [illegible] that is pro[illegible]

With the [illegible] weather, interest in radio has taken [illegible] and dealers handling radio [illegible] talking machines and radio [illegible] report that they are receiving a great many inquiries daily in regard to these instruments.

Practically all of the music stores of the city are garbed in their holiday attire, or are busily being decked out at this writing. Advertising of many firms in the city stresses the value of talking machines and records for Christmas gifts.

Comment is being caused by the action of a number of the dealers of the city in offering machines of a reputable make, together with a number of selections, at excessively low terms. Dealers who are not a party to such offers, but who handle the same makes of phonographs, are inclined to the opinion that such a policy is an undesirable one.

Charles W. Smith, manager of the Detroit Music Co., which handles Columbia Grafonolas and records, in addition to pianos, reports that business has been fairly brisk. The new process Columbia records have made a big hit with his patrons, he says.

The J. L. Hudson Music Store, carrying Victrolas, Brunswicks and Cheney phonographs, reports that sales for November were almost on a par with the biggest month in its history.

The Edison Shop, as the name suggests, handles only the Edison phonograph and is enjoying a very brisk business. An interesting case came to light recently at the Edison Shop, with the sale of one of these machines to a customer. The buyer proved to be the tenth member of a family which had purchased Edison phonographs, since the first member of the family had made his original purchase some two years previous. Edison still continues to be the first in Detroit with the latest popular dance hits. One of the most popular records is a piano number of "Three o'Clock in the Morning," by Ernest Stevens.

The Brunswick Shop, exclusive Brunswick dealer, bids fair to be away up at the top of the list of Brunswick dealers, for whom 1922 has been a most successful year. J. Francis Quinn, general manager of the Shop, has an exceptionally high-powered sales force. The Brunswick organization is making a strenuous bid for supremacy here and in Michigan in general. Some of the very best accounts possible to attain, both in Detroit and throughout the State, have been secured by the Brunswick Balke Collender Co.

H. A. Barnard, of the Barnard Music Co., Jackson, Mich., [illegible] to the Detroit Brunswick Shop on December 7, where he renewed friendships with the members of that firm and gave a brief statement of business conditions in Jackson. Mr. Barnard is an exclusive Brunswick dealer, having handled that line for the past three years. Business conditions in Jackson are not as good as they are in Detroit, owing to the fact that the industrial revival there has been slower in getting under way. Jackson is not only a manufacturing center, but is also a railroad center and the recent troubles in the rail shops have hindered the revival of business conditions to quite an extent.

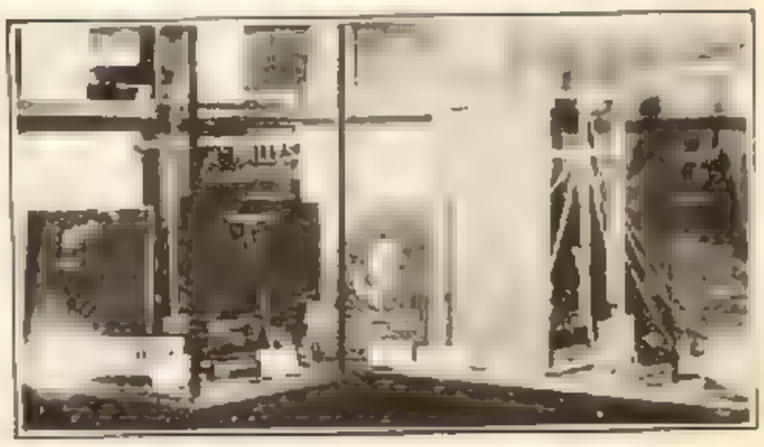
DUR-A-TONE RECORD CO. FORMED

New Newark, N. J. Concern Organized by G. Howlett Davis—Will Make Talking Machine Records by New Process

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., recently organized a new company for the purpose of manufacturing a new talking machine record which embodies some exclusive patented ideas. The record is formed of laminations of flexible fibrous material with a thin veneer of shellac. It is said that it can be produced at a much lower price than the present records. The new firm will operate under the name Dur-A-Tone Record Co., with offices at 15 Park Place, Newark, N. J.

USES WINDOWS TO ADVANTAGE

Niagara Falls, Ont., December 4.—P. C. McNally, of this city, Columbia dealer, has been using a series of attractive windows featuring Columbia Grafonolas and records. These windows have been instrumental in stimulating Columbia business materially and Mr. McNally is coupling his publicity ideas with aggressive salesmanship. The accompanying illustration shows a recent window prepared by Mr. McNally which was the subject of considerable attention from passers-by.



An Attractive Columbia Window

Announcing a New Complete Line
LONG CONSOLES

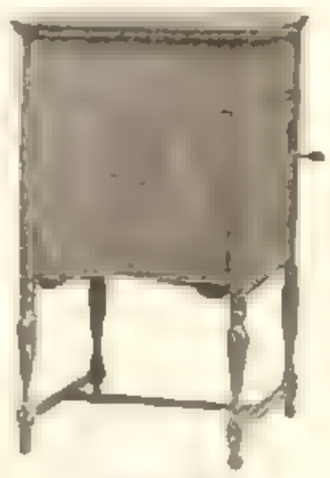
Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.
Long Consoles are distinctive in design and have the divided top.
Long Cabinets are regarded by the trade as the Standard of Quality
Deliveries can be made at once.
Made in dark red mahogany only
Order now for Fall and Holiday requirements
Write to-day for catalog of full line

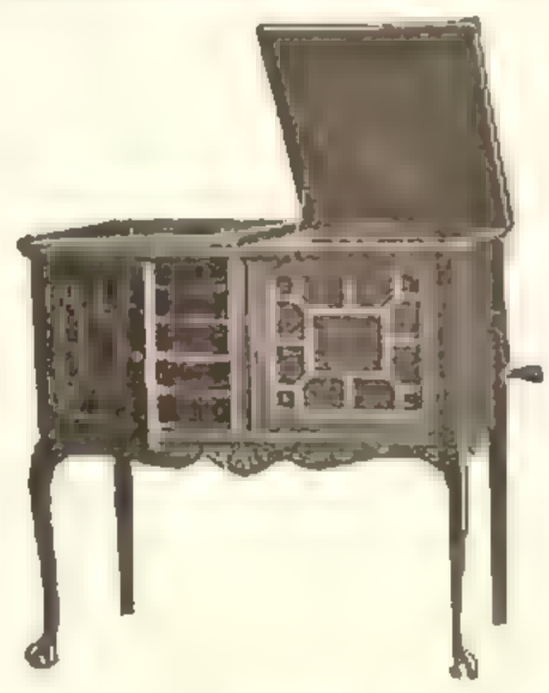
All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2

Style 601
Price $27.00



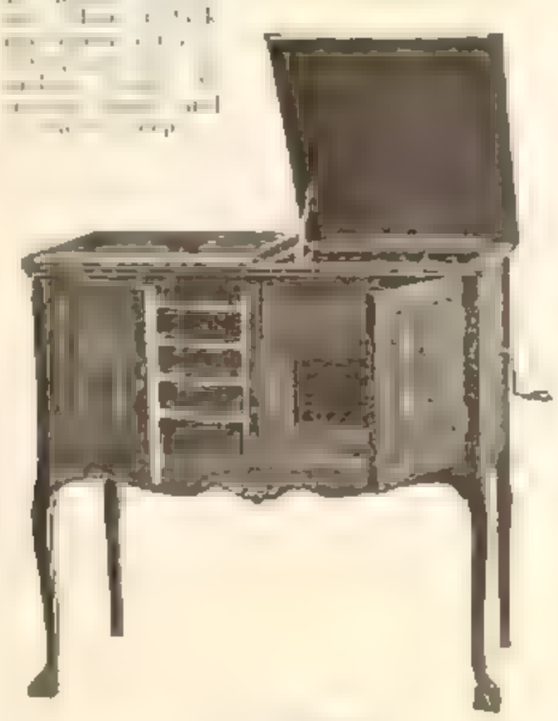
Style 606
For Victrola IV only
$20.00

Specifications.
Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.



Style 603
Price $29.00

New LONG Radio and Talking Machine Cabinet



Style 608
Price $30.00

Style 650
Price $33.00

Style 610
Price $28.00

Greetings

It is a pleasure to wish the trade a MERRY CHRISTMAS and a Happy and Prosperous NEW YEAR.

[illegible] cabinet for Victrola VI. [illegible] will accommodate receiving set [illegible] or less [illegible] terminals. Headsets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, [illegible] and Baldwin loud speaker.

The Geo. A. Long Cabinet Company
HANOVER, PA.

LOS ANGELES

Scott Big Brunswick Publicity Drive—W. S. Gray at Strand Convention—Vocalion Concert—Association Dance—Other News

Los Angeles, Cal., December 1.—A cloud of gloom relieved the business excellent with all the [illegible] experiments [illegible] big [illegible] November 27 which [illegible] Christmas. G. H. Bauer, president of the Bauer Music Co., was appointed chairman of the committee of advertising managers who prepared the copy and he and his associates have done an excellent job. The Brunswick Co. shared in the expense of the [illegible] with the leading Brunswick dealers of Los Angeles and Hollywood. [illegible] and combination dealer.

Parmelee-Dohrmann Pleased

The talking machine department of the Parmelee-Dohrmann Co. [illegible] celebrated the first anniversary of the opening of the department. Extensive alterations and improvements have also been made throughout the establishment, which bears the enviable reputation of being one of the highest class concerns in the Southland. The Victor phonograph and Vocalion records are carried exclusively and the department is under the management of Mr. H. P. Howard.

Gray Visits Strand Convention

Walter S. Gray, president of the Walter S. Gray Co., jobber of phonographs, accessories and distributor of the Strand phonograph, attended the convention of Strand phonograph distributors at Salem, Ind., last month. He returned to Los Angeles and reported that the convention, which was attended by twenty-three distributors, was a very great success and that, in addition to learning about the new Strand sales plans for 1923, two new models were shown. Mr. Gray was especially pleased with the showing of the Los Angeles branch, which was opened in June under the local management of I. I. Grimsey. Sales indicate an increase of 100 per cent over last year.

Wiley B. Allen Shows Big Increase

J. P. Tucker, general manager of the Wiley B. Allen Co.'s southern California division, reports a splendid business during the month of November in the Brunswick and Victor department of the Los Angeles store. He declares that all previous records have been beaten at this department, of which W. Bell is manager. Mr. Tucker also spoke very highly of the steady increase of sales in the record department, which is in charge of Fred Stephens.

Cecil B. De Mille Buys Victrola

W. H. Richardson, president of Richardson's, Inc., Los Angeles, specialists in Victrola sales, [illegible] recently sold a Victrola XIV to the famous producer, Cecil B. Mille. The instrument was purchased for use on Mr. de Mille's private yacht and some alterations had to be made when it was finally installed in its new home. Mr. Richardson also sold a $375 console model to Helene Chadwick, Paramount star, last week.

Vocalion Artist in Concert

John Charles Thomas, noted baritone, appeared in concert at the Philharmonic Auditorium in the latter part of last month and was accorded a great reception. Incidentally this was the first concert to be given under the auspices of the Ferry-Field Concert Bureau, and Mrs. Arnold [illegible] gave a point of [illegible] complimentary tickets to the Thomas concert to all the salesladies of the various Vocalion record departments, believing that they had a sales talk to customers and a considerable amount of publicity to the concert.

Association Gives Dance

Members of nearly all the various talking machine departments attended the dance given by the Music Trades Association of Southern California on November 10 at the Goldberg Trade School of Dancing. A good time was reported and many compliments were paid the [illegible] which was provided by [illegible], piano [illegible] of Hamburger's Music Salon. J. W. Boothe, general manager of Barker Bros. [illegible] department, was chairman of the entertainment committee and [illegible] the evening's sports. President [illegible], H. N. Briggs, A. [illegible] Deaz, Irving [illegible], H. L. McCallum, Herbert Lowe and [illegible] were among those present. Mrs. H. P. Howard of the Parmelee-Dohrmann Co., and [illegible] of Chicago Piano, and Miss Hallen [illegible] the Victor Department [illegible] during the evening.

Barker Bros. Report Increase

[illegible] a wonderful [illegible] in the phonograph and Victor department during the month of November. J. W. Boothe [illegible] that the total of a record November business, which

[illegible]

Pasadena House Enlarges

[illegible]

and a large mezzanine floor has been added between phonograph and record rooms are now available for the sale of Brunswick phonographs and Brunswick records. A reception was held to Mr. and Mrs. Harley Long on the occasion of the formal opening of the store, which was attended by a very large crowd who extended congratulations to their host and hostess.

Edison Dealer Builds

[illegible] Stimes, Edison dealer of Santa Ana, has just completed important changes in his Edison department and built additional space on its enlargement. It presents a very attractive appearance and includes six demonstration rooms for records and three phonograph sales rooms.

MAGNAVOX CO. AIDS DEALERS

Issuing First Number of House Organ, the "Magnavox"—Preparing Educational Dealer Campaign on Radio—Fine Sales Reported

[illegible]

records, enthusiasm about the possibilities of radio with the talking machine dealers. "However," he stated, "the talking machine dealer and in fact, every dealer who is now handling radio or contemplating doing so, is sadly deficient in his knowledge of the technical side of these instruments, and, to overcome this, the Magnavox Co. is preparing a campaign designed to give the dealer a thorough education in the most important technical requirements of radio to enable him to merchandise in an intelligent manner. To back up the dealer we are preparing for 1923 a national advertising campaign that is bound to create a large demand for Magnavox products, and we hope that by cooperating with the dealer by direct contact with him we will be able to do him so he can capitalize on the demand created by this aggressive campaign."

BOOSTS HEALTH RECORD SALES

[illegible] Victor dealer in Cleveland, has established a special room in which customers listen to the Victor health records. Dietary suggestions and instructions are also given to those interested in these records. This policy [illegible]

INTRODUCE NEW RAPID REPEATER

Cleverly Constructed Repeater Being Made by the Rapid Repeater Co. of Long Island City—Adjustable for Different Width Records

[illegible]

The New "Rapid Repeater"

[illegible] "Rapid Repeater."

[illegible] dealers and jobbers.

Happenings in the Dominion of Canada

MONTREAL DEALERS ANTICIPATE BRISK HOLIDAY TRADE

Decrease in Unemployment and Increase in Inquiries Basic Reasons for Optimism—Need for Education in Radio Field—Trade Changes and Activities of the Month

[illegible]

[illegible] Victrolas and the present-day console [illegible] on view in the window one of the best Victrolas made. The display attracted considerable attention.

Among the communications read before the City Council the past month was a protest against outdoor advertising signs, poorly placed, hideous and [illegible] on the grounds that they disfigure the appearance of the streets, that they suggest local business being in bad shape and that they constitute a serious fire menace owing to the inflammable material used.

Extensive improvements are being made in the plant of the Berliner Gramophone Co., Ltd., this city, resulting, it is expected, in an increase of efficiency.

The Victrola department of the plant is experiencing busy [illegible]. As carload after carload of [illegible] arrive and are unloaded [illegible] are there to open, carefully unpack and repack and restap, which means that a constant stream of Victrolas is entering and leaving the building at the same time. "We expected a big rush on Victrolas and prepared for it, and so did the trade," said C. G. J. White, of the company. "But it has come beyond our expectations."

Kathleen McDonald, the well-known baritone of Toronto, spent a week in Montreal at the recording laboratories of the Compo Co., Ltd., singing for Apex records under the personal supervision of H. S. Berliner.

Very attractive Brunswick display cases put out by the Musical Merchandise Sales Co. can now be seen in nearly every talking machine store in Montreal and dealers report increased needle business from the fact that their needles are now displayed in such a manner that they [illegible] attention.

TALKING MACHINE DEALERS IN TORONTO VERY ACTIVE

Combination Phonograph and Table Lamp Placed on Market by Local Concern—Toronto Music Men Participate in Fair—Sonora Phonograph, Ltd. Moves—Other News

[illegible] window feature in the Yonge street store of R. S. Williams & Sons Co., Ltd., Toronto, during a recent week. A baby Lesson [illegible] occupied the center of an arch on which were neatly arranged several talking machines.

Geo. W. Lyle, who is quite familiar with the trade in Canada through long experience, having visited the different centers on various occasions, was really surprised and, incidentally, not the less pleased, with the amount of Canadian business being booked for the Strand line. When in Toronto Mr. Lyle remarked upon the very noticeable improvement in business in the United States, the return to activity being remarkably rapid.

IMPROVED BUSINESS IN WINNIPEG

Optimism Prevails Throughout Trade—Many Changes and Alterations During the Month—News of Other Activities

Winnipeg, Man., December 8.—G. R. Dring, of Calgary, who travels Alberta and British Columbia for the Musical Merchandise Sales Co., Toronto, said that business was exceptionally good and that all the dealers were optimistic.

Carle A. Brodie, of the Blue Bird Song Shop, Brunswick dealer, has moved to more commodious premises further west on Jasper avenue.

Robinson & Co., large department store, announce the reopening of their talking machine department.

George C. Gower, of Child & Gower Piano Co., Ltd., Regina, Sask., is being congratulated on his marriage, the latter part of November, to Miss Ella Neely.

Alterations are being made in the Willis & Knabe showrooms, Calgary, Alta. This applies especially to the phonograph department.

The appearance in Winnipeg of Edward Johnson, the Canadian tenor, was taken advantage of by His Master's Voice, Victor dealers, to push his records and large sales of his records are reported.

F. C. Scythes, of the Scythes-Vocalion Co., Ltd., was a recent visitor to Edmonton. Tom Robinson, of the Robinson Piano & Music Co., who has at last secured a fine store opposite the MacDonald Hotel, is his agent here. Mr. Robinson reports an extraordinary demand for the French catalog of the Vocalion records.

Business for the Matthews Music House, Ltd., Calgary, Alta., has been improving rapidly during the last week or ten days. This firm, in addition to the Brunswick line, handles a big line of pianos. Shelley Higgin has been added to the sales staff.

W. A. Dietrich, sales manager of the Starr Co. of Canada, Ltd., London, was a recent business visitor to Edmonton, Alta. Following out a new scheme of distribution he has appointed Revillon as his wholesale distributor in Edmonton and district.

Gordon H. Render, representative for Sonora Phonographs, Ltd., was a business visitor here during the past month.

Louis Graveure, Columbia artist, and Reinald Werrenrath, Victor artist, appeared in recital in Winnipeg lately and drew capacity houses.

W. F. Evans, Ltd., Vancouver, B. C., announces that its Brunswick Christmas Club has got away to a good start, a fine response being [illegible] in a [illegible] place.

TALK SING CO. FILES PETITION

The Talk Sing Co., 140 South Dearborn street, Chicago, Ill., manufacturer of talking machine devices and novelties, has filed a petition in bankruptcy, listing liabilities of $21,0[illegible]

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Repairing an Old Cylinder Machine

Austin, Minn., Nov. 26, 1922

A. H. Dodin,
Talking Machine World

Dear Sir: I have an Edison Standard model cylinder two and four minute machine to shop for repair, and find it a difficult problem. There is a loss of power when belt is put on mandrel wheel with feed in contact with worm, although not any too much feed pressure, as it is just enough to feed over. A new feed nut has been put on. Do you think it can be that the new feed nut and the old worm do not work together? The worm doesn't seem to be at all worn. Sleeve for mandrel shaft was tight, but I have ground it down or opened it up with emery cloth, so it seems to turn free now and does not seem too tight or too loose.

Every gear seems to work free but no results seem to develop. The slide rod for the reproducer frame is well oiled, but there seems to be too much load somewhere. Could it be possible that the wrong feed nut has been put on, for instance, one belonging to a Fireside or some other model?

It is a machine built originally for both two and four minute records and not one with an attachment put on it, but I cannot get it to play a record through before the speed dies down.

Please give me some light on the matter if you can think of what the trouble might be. Give me an outline of the procedure to follow and I will try again before giving it up.

Answer: Having read of what you have done to this machine there seems to be little left to go over. I would see that the machine had the proper main spring, that there was not too much graphite in the oil which would prevent proper grip. Also be sure that the belt is not too tight.

[illegible] the gearing, make sure that the mandrel shaft is not tight on the power bearings, and you will have nothing left to attend to with the exception of the feed nut.

The feed nut has been the cause of most of the trouble in the cylinder machines, and it is very hard for me to make your trouble in this case, particularly when you are not positive whether you are using the correct feed nut on the machine. On the other hand, the feed screw on the shaft may be bruised or worn in such a way that the feed nut will not feed and will cause the machine to stop.

Your trouble undoubtedly [illegible] the feed or an improper [illegible] the power mandrel.

No Book on Machine Repairing

Chicago, Ill., Nov. 24, 1922

A. H. Dodin,
Talking Machine World

Dear Sir:—While reading The Talking Machine World I noticed that you are giving advice on repairing of talking machines. I would like to ask you if there is any book published on that subject or that line.

I sometimes do repair some machines but I'm not very good at it, therefore I'm asking about the books. Do you think I could buy one somewhere?—L. J. Schiffner.

Answer:—I do not know of any book published which deals exclusively with the repairing of talking machines. Up to date, the repairman has had to depend on the booklets and catalogs issued by the various talking machine companies. These booklets just give the reader an accurate description and diagram of the particular motor or sound box made by the company issuing same. What to do when an thing happens that is not described in the booklet is left for the repairman to figure out for himself. I am sure that it would be a good idea for someone to write up a book on the repair question, and I hope it will not be long before such a book will appear for the benefit of all repairmen in the industry.

GENERAL RADIO CORP. DOING WELL

Enjoys Three Hundred Per Cent Increase in Three Months—Demand Growing Steadily—Confident of New Year's Prosperity

PHILADELPHIA, PA., December 8.—The General Radio Corp., of this city, distributor of Strand phonographs, Okeh records, the Music Master Horn and RCA and Gerard radio products, reports that it has found the past year a particularly good one. It is stated that in the last [illegible]

[illegible]

STRAND ORGANIZATION IS EFFICIENT AND EXPERIENCED

Manufacturers Phonograph Co. Has Developed Capable and Aggressive Sales Staff—Strand Representatives Well Equipped to Give Dealers Practical Service

[illegible] in the November issue of The Talking Machine World the Manufacturers Phonograph Co., New York, maker of the well-known Strand phonographs, celebrated last month its [illegible] anniversary [illegible] important sales [illegible] the Strand factories in Salem, Ind. [illegible] the company [illegible] small [illegible]

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, [illegible] one of the most successful wholesale houses in the Middle West. The company has expanded rapidly and the Strand activities have been in most capable hands. In the Chicago trade the past year, having established many important dealer accounts.

Walter L. Eckhardt, head of the General Radio Corp., Philadelphia, is one of the veterans of the talking machine trade. A thoroughly capable and efficient wholesale executive, Mr. Eckhardt includes among his friends practically every prominent dealer in Philadelphia territory. His intimate knowledge of every detail of the [illegible] has enabled him to place the Strand in the front ranks of the Philadelphia talking machine field.

Walter S. Gray, head of Walter S. Gray & Co., San Francisco, Cal., is another member of the talking machine trade circles, to the [illegible] veteran. He is generally recognized as the leading independent, wholesale distributor on the Pacific Coast, and has built up a successful business, founded on confidence and experience.

Arthur C. Erisman, head of the Graionola Co. of New England, Boston, Mass., dates back his talking machine experience to 1900, and since that time has been an important factor in the New England trade. His recognition of the requirements of New England dealers has enabled him to place the Strand line [illegible] [illegible] representation in this important district.

[illegible] Arnault, head of the [illegible] Co., at [illegible]

Some of the Strand Wholesale Representatives

[illegible] Wirtz, who is associated with Rieker, Steger & Wirtz, of Detroit, is a keen admirer of the Strand line, devoting a considerable part of his time to the development of Strand business in Detroit.

O. C. Dorian, head of the Manufacturers Sales Co., of Toronto, is another veteran of the phonograph industry, having been identified with the Columbia organization for many years. Mr. Dorian is familiar with every angle of the Canadian trade and through his efforts the Strand line is fast winning the recognition it deserves in Canada.

R. H. Arnault, who represents the Strand line in New York, one of the most important territories in the country, combines an invaluable sales experience with a profound technical knowledge that is unusual. Mr. Arnault's ex-

perience in the industry dates back some ten years, and during the past year he has not only developed a splendid Strand business in his territory, but has won the personal friendship and esteem of the dealers everywhere.

H. J. Ivey, Strand representative at Dallas, has been identified with the phonograph industry for fifteen years, spending practically all of this time in the Middle West and Southwest. Texas dealers are currently excellent friends from him, he being familiar with their needs and requirements.

Wm. Ogden Cardell, with headquarters at Tulsa, Okla., has traveled throughout that territory for one wholesale furniture house for nearly fifteen years. There is hardly a dealer in that territory whom he does not know by his first name and this friendship is reflected in the ever-increasing Strand sales totals throughout Oklahoma.

B. F. Clare, head of the Iroquois Sales Corp. in Buffalo, is devoting considerable time to the development of Strand activities on this part of New York State. The results of his efforts are evidenced in the many new Strand accounts that have been opened recently.

Richard L. Ellwers, Strand representative at Montreal, has been identified with the Canadian phonograph industry for thirteen years, and as a Strand representative in this territory is meeting with splendid success.

L. D. Heater, with headquarters at Portland, Ore., has established a general wholesale business in the Northwest and is steadily expanding. Mr. Heater is opening up new Strand accounts with regularity, giving them excellent service and co-operation.

R. J. Lawson, whose headquarters are located at Cleveland, O., has been identified with the Ohio wholesale talking machine trade for many years, and is generally recognized as one of the most indefatigable workers in that territory. He is a great believer in personal contact, visiting the dealers at frequent intervals and keeping in close touch with their requirements.

Fred L. Brown, manager of the Sterling Roll & Record Co., Cincinnati, O., is a graduate of the Columbia organization, with which he was identified for fifteen years. Mr. Brown is a capable, experienced sales executive, whose enthusiasm regarding the Strand product is being reflected in the success his organization is attaining.

H. H. Kalish, representative, the Strand in New Orleans, La., and the surrounding territory, has to his credit a detailed knowledge of conditions in the South that has enabled him to give the Strand exceptionally fine representation in this important section.

OUR INSTRUMENTS IN BIRMINGHAM

American Player-pianos and Talking Machines in High Favor in English City

Washington, D. C., December 4.—American player-pianos and graphophones hold high favor in Birmingham, England, according to a report from Consul J. J. Jewell and are bought whenever obtainable. While there is little evidence of direct importation into this territory, there is considerable business carried on with what would appear to be agencies of certain American firms who have branches located in Great Britain. These instruments are of very high merit and appeal to a good class market. Although the sale of German pianos is increasing, they are now very largely bought from agents in London and it has been found that individual compliance with the full requirement of direct importation from that country are irksome and avoided.

DAVIS PHONOGRAPH CO. BUYS FACTORY

Cleveland, O., December 11.—The Davis Phonograph Co. of this city recently concluded arrangements for the purchase of the three-story factory building at 314-324 West Forty-third street, owned by Harry Diamond. The purchase price was $95,000.

OTTO HEINEMAN TO EUROPE

President of General Phonograph Corp. Will Sail December 16—Recently Returned from Western Trip—Found Conditions Excellent

[illegible]

W. PHILLIPS ENDS WESTERN TRIP

President of Wm. Phillips Phono Parts Corp. Finds Manufacturers Active—Firm Starts Marketing of Two New Tone-arms

Wesley Phillips, president of the Wm. Phillips Phono Parts Corp., returned to New York last week after a very successful trip through the West. Mr. Phillips reported much activity among the manufacturers and declared conditions in the territory he visited were [illegible].

The Wm. Phillips Phono Parts Corp. is now marketing, at this time, two new tone-arms, which are variations of the well-known No. 1 and 2 tone-arms of the Phillips line. The new product models No. 1 and 2 tone-arms are called the throw-back type as well as the regular straight type as heretofore.

THE ATTITUDE OF THE DEALER TOWARD ADVERTISING

L. C. Lincoln, Advertising Manager of the Sonora Phonograph Co., Writes a Most Interesting Article on a Subject That Is Vital to Progressive Members of the Industry

In a recent issue of the "Sonora Bell," the house organ that is published monthly by the Sonora Phonograph Co., L. C. Lincoln, advertising manager of the company, contributes an interesting article under the heading of "The Attitude of the Dealer Towards Advertising." In this article Mr. Lincoln states as follows:

"A recent investigation by the Bureau of Business Research of the New York University on the attitude of the retailer toward the manufacturer's advertising brought out some very interesting information. Most of this was not unknown to the Sonora Advertising Department, nevertheless it is a good thing to have such opinions, which naturally are based on past experience, corroborated by others equally experienced.

"Few merchants probably realize that the advertising departments of manufacturers are always interested and desirous of receiving their opinions and views. Each merchant's ideas could not, of course, be put into actual practice, but those of the greater number are invariably used when contributed. The sending of questionnaires to merchants is not always satisfactory because merchants frequently have personal reasons for not wishing to present certain information to manufacturers. It is for this reason that the New York University Bureau of Business Research sent out questionnaires direct to the manufacturers themselves in the hope that many of them had made personal investigations on the subject and by collating in a business report as possible valuable information would be acquired.

"According to the 219 prominent manufacturers reporting on the subject, the dealers' preference for the media used by manufacturers is in the order following: (1) Daily newspapers, (2) Sunday newspapers, (3) Weekly magazines, (4) Monthly magazines, (5) Women's magazines, (6) Car cards, (7) Outdoor signs, (8) Direct mail. This is just about the way the Sonora advertising department decided a year ago and its 1922 advertising was planned accordingly.

"Sonora general publicity originally was through weekly and monthly magazines, outdoor signs and a small showing in the newspapers. Changing conditions, however, have caused changed opinions, and during 1922 the greater proportion of Sonora publicity has been directed into the newspapers. Outdoor advertising is still used extensively, but is gradually passing out in favor of newspapers.

"This investigation also brought out that only 25 per cent of the dealers are keenly interested in the manufacturers' advertising, 50 per cent mildly, 20 per cent not interested and 5 per cent antagonistic. It is encouraging to note, however, that more than 96 per cent stated that the interest in the manufacturers' advertising is increasing.

"I do not believe that these percentages would apply to the phonograph trade as I fail to see such a lack of interest by dealers in the advertising of a manufacturer of any but the most unheard-of makes of phonographs. Some make the very best possible use of the catalogs, lithographs, signs, electros, etc., sent to them, but there are others who do not even open the wrappers of the material they receive and it lies around until a general housecleaning occurs. Even a small proportion of dealers making no use of advertising material sent to them reacts unfavorably on all other dealers, the public and the manufacturer.

"These dealers usually believe that the use and display of advertising material does not assist them in making sales. Some must be convinced by bitter experience, but actions speak louder than words. Waste in some kinds of advertising is impossible to overcome, but unless the advertisers, many of whom are experienced in spending millions of dollars annually, are all wrong and the dealers who do not believe in advertising are right, then such dealers should at least make proper use of all available dealer helps. And it is a self-evident fact that the man who spends vast sums of money for advertising year after year is more likely to know why he is doing it than the man who not only will spend nothing, but refuses to make use of advertising material supplied free of charge.

"Practically all advertising appropriations are based upon a certain proportion of the sales, and as advertising material costs money—some of it quite money—waste in advertising, i. e., to influence its proportion of sales, adds to the cost of the product. In other words, productive advertising makes possible lower and stabilized prices, but wasteful advertising prevents lower prices and often fails to prevent increased prices."

CORLEY CO. SUFFERS FIRE LOSS

About $150,000 Damage Done to Company's Stock and Building in Richmond by Fire Which Starts in Basement—Temporary Quarters Secured by Company to Handle Business

Richmond, Va., December 1.—The Corley Co., Inc., prominent piano and music merchant of this city and also Victor talking machine wholesaler for this district, suffered a loss estimated at $150,000 as a result of a fire which broke out in the basement of the company's building at 215 East Broad street here late last month and completely destroyed approximately 200,000 records, together with other stock in the basement, as well as causing considerable loss through smoke and water to goods on the upper floors.

The fire gave the firemen a stubborn fight, practically all the apparatus in the city being called to the scene, and although the flames were confined to the basement of the Corley building, it was nearly four hours before the blaze was under control. The store runs from Broad to Grace street and the length of the basement proved a handicap in getting at the flames, which greatly retarded efficient operations by the firemen.

According to officers of the company, about twenty rare violins, several of them worth close to $1,500, were destroyed in the fire.

The Corley Co. immediately opened a temporary office at Third and Grace streets, to be occupied until such time as the burned structure can be repaired. Additional stock was ordered from manufacturers and it is hoped that there will be little interruption of business as a result of the fire. A temporary store has also been opened to take care of the new stock as it arrives and business is being continued as heretofore.

The officers of the Corley Co. are John G. Corley, president; Frank W. Corley, vice-president and general manager; Horace C. Lukhart, secretary, and G. William Greener, treasurer and assistant general manager.

SAINT LOUIS

Advertising Gets Root Prohibition Lethargy Caused by Mild Weather—Lehman's Fiftieth Anniversary—Victor Sales School

St. Louis, Mo., December 1.—The Christmas [illegible] for talking machines and the opening as early as last year, or even [illegible] was passed on to exceptionally [illegible] which continued [illegible] December. Comparatively outdoor interests prevailed to the talking machine. Although some of the dealers complained that [illegible] at standstill. Nevertheless, there was a more or less [illegible] the early December advertising which gave support to the stories of backwardness. The headlines of advertisements, however, in reminding the people that the time had come for buying, at [illegible] to the talking machine as a Christmas and early Winter proposition.

Special sales appeared to mark the opening of the holiday campaign on the talking machine. Goods here and concert offerings made of machines in the line at attractive cost, and another sterling machine was [illegible] equipment at its low price.

The new I. D. Mason store in Troeltzsch Dunker, at 415 North Sixth street, featured Brunswicks in its first Christmas announcement, pictures and prices of the Vera, Colonial and Cambridge.

Sonora Line for Aeolian Co.

The Aeolian Co. of Missouri recently took on the Sonora line. It is the intention to sell the Sonora with the Aeolian-Vocalion. I. J. Maunder, manager of the St. Louis office of the C. D. Smith Drug Co., of St. Joseph, Mo., distributor of the Sonora line in this section of the country, closed the deal with Mr. Christie. Mr. Maunder reports having opened six Sonora [illegible] in the city of St. Louis in 1922. The Sonora dealers in this section are all having a very fine call for Sonora instruments. Mr. Maunder just recently returned from a trip in the western part of the State and reports [illegible] volume of business.

Lehman's Golden Anniversary

The Lehman Music House, 409 Collinsville avenue, East St. Louis, which was recently remodeled and equipped with new talking machine booths by the Line Construction Co., had a formal reopening on the week in November which was also made the fiftieth anniversary of the founding of the business by Gustav Lehman, father of Fred Lehman, present head of the house, and also of Eli Lehman, head of the Lehman Piano Co., St. Louis. Numerous talking machine men from St. Louis and from the factories attended.

Vandervoort's auditorium was crowded for the monthly appearance of Gene Rodemich's orchestra, coincident with the December release of Brunswick records. The new foxtrot "Homesick," was featured.

The only thing that Jack Gold, manager of the retail department of the Silverstone Music Co., complains about is the shortage of machines. At first it was only cabinets, but now it has got down to the smaller machines, under $200 in price. It has come to such a pass that he needs nearly everything. One reason why November was a better month at Silverstone's. One salesman tripled his previous record and the rest did almost as well. And December started off well.

C. A. Reynolds, who travels for the Silverstone Music Co. in Illinois and Kentucky, has returned from a three months' trip on which he opened eight new accounts in addition to making good sales to his old customers.

An Attractive Edison Shop

It is the talk in southern Illinois and over in Kentucky that the Edison Shop of Wahl & Son at Paducah, Ky., is about the last word in nifiness, as talking machine shops go. The booths are built in bungalow fashion.

The Silverstone Music Co. has taken on two additional outside salesmen, Oliver Scott and W. B. Goodenough, who have not before been in this line of business.

Mr. Montgomery, of the Chicago office of the Line Construction Co., was here in the early part of December.

Doing Well With Radio

The feature of the Kieselhorst Piano Co.'s radio exhibit at the Better Homes Show at the Coliseum was a Zenith set of gold and glass which revealed its inner workings. It was surrounded by a crowd all the time. L. A. Kieselhorst, president of the company, says radio sales are running even from the talking machine sales. Prices range from $240 to $1,000 and [illegible] demonstration is made.

C. F. Sandy, of the talking machine department of the P. A. Starck Piano Co., Chicago, who had been here for a couple of weeks, left for home the first week in December.

Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says the Christmas business is getting a later start this year than last, but he expects it to make up for lost time.

Thomas Husselton, Victor factory representative, was here for more than a week in late November and early December.

Victor Salesmanship Class a Success

The fourteenth Victor salesmanship class, led by D. A. Delano, under the auspices of the Koerber-Brenner Co., has just closed and everyone is saying that it is the biggest thing that has ever happened to Victor people of St. Louis, and the new people who found it impossible to leave their business at this time of the year are daily receiving such enthusiastic reports of the conference that they are hoping for another one some time.

The conference continued for four days, sessions from 9 a. m. to 5 p. m. being held in the Claridge Hotel. On Monday night a large part of the class attended the Geraldine Farrar concert at the Odeon Theatre.

On Tuesday night the class and St. Louis Victor dealers and salespeople were guests of the Skouras Bros., managers of the New Grand Central Theatre, to hear the Benson Orchestra.

Members of the Victor Light met members of the class during the noon hour Wednesday and autographed records for them. At night the class attended the concert given by them and had the pleasure of meeting them during intermission.

The conference closed with a dinner-dance given by Koerber-Brenner Co. to the members of the class in the ballroom of the Claridge Hotel. Roy Barzy and his Benson Orchestra gave a half-hour program during the dinner. Later Mr. Delano, to the delight of all, was prevailed upon to sing. His selections were "Mandalay" and "Banjo Song," Miss Blanche Rosebrugh accompanying. Mr. Delano was followed by the famous Mr. Husselton, who sang several numbers.

For dancing during the evening, Roy Saner and his Victor Garden Orchestra played. Mr. Saner is a Victor dealer from Collinsville. The following people attended: T. La Rue Husselton, R. K. Brandenberger, H. C. Lauth, Miss G. Airy, J. Munir, Miss E. Heumann, Miss Margaret Luthe, Fred C. Lehman, N. Corea, W. D. Wiley, Miss Cryha Hopkins, Miss Grace Mayes, Mrs. Gertrude Gaulding, Leonard Truesdale, J. F. Rice, W. G. Bickel, L. F. Parrish, J. W. Strain, R. J. Smith, A. Klocke, Geo. Heath, Miss Jessie Smith, W. H. Crawford, B. V. Grossman, A. W. Hosier, F. C. Rauth, F. J. Norris, J. E. Mueller, Tom Cummins, J. A. Kieselhorst, Miss Goldie Lopes, Miss Ruth Clark, Miss Blanche Rosebrugh, Miss Ione Mangar, J. N. Meyer, Miss Katherine Murphy, Wm. Sussex, Steve Parrish, Wm. J. Scully, H. J. Fry, J. Glaser, Miss Marion Burr, Wills Davis, H. L. Lanier, Gifford Porth, W. A. Todd, Mrs. Celeste Turner, Miss Beatrice Grover, Wm. Sauer, Dr. H. R. Goetz, A. Grossman, A. Grossman, Mrs. H. Harrold, Miss Helen, Wm. Sauer, McRae.

CLOSING A SATISFACTORY YEAR

Nineteen Twenty-two was a fine year for the sales of K. E. Burnett's "Steps," stated Lester Burnett, president of the Kirkman Engineering Corp., New York City. "The demand for K. E. Burnett's Samples to most centers was [illegible] 1921. Business is continuing good and [illegible] the steps [illegible] to delivery. We believe that the [illegible] understood today even success of 1922 [illegible]

CELEBRATE ANNIVERSARY OF AEOLIAN CO. PRESIDENT

Henry B. Tremaine, Honored by Aeolian Co. Representatives Throughout the World on Twenty-fifth Anniversary of His Assumption of the Presidency of That Company

[illegible]

COURT DISMISSES COUNTER-CLAIM

Interesting Decision Handed Down in Repeater Litigation—Arguments on Original Suit to Be Heard Shortly in U. S. District Court

[illegible] in the District Court of the United States [illegible] of New Jersey handed down an [illegible] decision on December 1, whereby the counter-claim in the suit of Edmund S. Gray and the Waldorf Manufacturing Co. vs. the Zenith Manufacturing Co. was dismissed. In this suit Mr. Gray filed a bill for an injunction, accounting and damages against the Zenith Manufacturing Co. of Newark, on the grounds that the company had infringed the Gray record repeater patents. In an answer the Zenith Mfg. Co. maintained that the Waldorf Mfg. Co. and the Gold Seal Co., manufacturing Gray and Gold Seal repeaters, were infringing the Dickson repeater patents which the Zenith Mfg. Co. owned. In handing down its decision dismissing the counter-claim Judge Killits cited attention to the fact that the defendant had acquired its alleged rights to the [illegible] of action stated in the counter-claim between the time of the commencement of the plaintiff's action and the filing of the defendant's counter-claim.

Arguments on the original suit filed by Mr. Gray and the Waldorf Mfg. Co. against the Zenith Mfg. Co. will be heard soon.

SETS PACE IN GRAFONOLA SALES

Harrisburg, Pa., December 11.—Twenty-eight Columbia Grafonolas sold each day is the record established by William F. McDaniel, manager of the Grafonola department of Meyer Kades, exclusive Columbia dealer, of this city. Two canvassers, one closer and two trucks are the accessories used to bring about this most excellent record. Community clubs of twenty-five members in surrounding communities are formed, meaning the sale of twenty-five machines and 250 Columbia records to each [illegible]

LUDWIG BAUMANN & CO.'S NEW HOME

Prominent New York Furniture House Has Elaborate Talking Machine Department on First Floor of New Building

[illegible] Baumann & Co., one of the largest [illegible] furniture houses in New York City, have just moved into their new building which has just been completed at 569 Eighth avenue. This company has carried on a talking machine business in connection with their furniture business for some years past, and has been very successful, especially with the sales of higher priced machines. The department has been given a very desirable location on the first floor of the new store where modern equipment has been installed, including twelve booths for the hearing of records, as well as a modern counter and record racks. This construction was installed by the Unit Construction Co., well known in the talking machine trade for its installations. Henry Conn, who supervises the activities of this department, is very enthusiastic about prospects for future talking machine business, and predicts a continued growth of this business that will more than warrant the expenditure entailed in giving the talking machine department this new equipment and such a desirable location in the store.

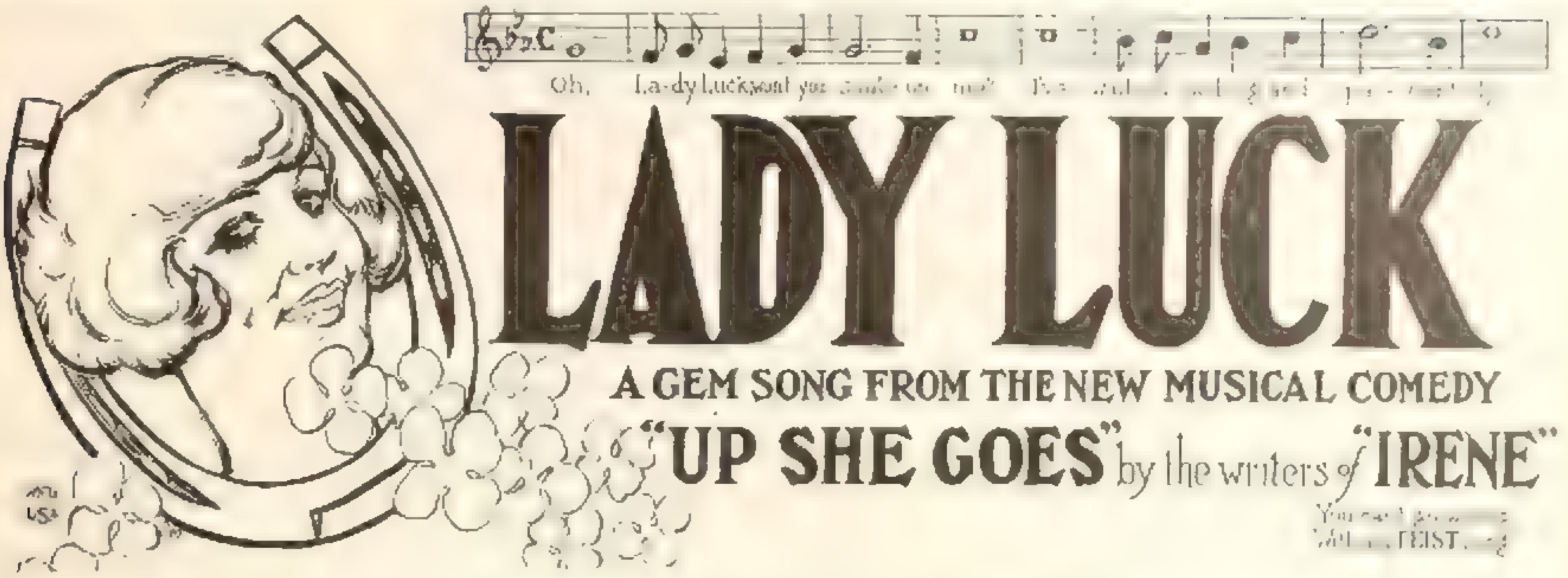
NEW FACTORY IN INDIANAPOLIS

International Dayton Products Co. Opens Branch in That City for Manufacture of Organola—Instrument Has Unusual Features

Indianapolis, Ind., December 9.—The International Dayton Products Co., of Dayton, O., has opened a factory branch in this city. The offices are in the Occidental Building. N. J. Mathews, of Dayton, is in charge as manager. The branch selling organization is known as the Indianapolis Organola Co.

The Dayton company has been manufacturing and selling the Organola for some time past, according to Mr. Mathews. The instrument is sold as a modification of the talking machine, the feature of the construction being twenty-seven fiber organ pipes arranged in five octaves.

In the Organola the tone arm, similar to the tone arm of other recording instruments, connects with a sound chamber in which Mr. Mathews explains, the sound waves are distributed in musical [illegible] to the organ pipes.



IMPORTANT RADIO PATENT SUITS

Radio Corporation Files Suit on Vacuum Tube Patents—Action to Be Tried Early in Year—Outcome of Interest to Industry

A patent action of considerable importance to the radio industry has been started in the United States District Court, Southern District of New York, by the Radio Corporation of America, against A. H. Grebe & Co. and the J. H. Bunnell Co., as joint defendants. The complaint alleges infringements of five separate patents concerning the vacuum tube.

The first of two suits instituted against the Grebe and Bunnell companies involves the two DeForest patents, 841,387 and 879,532. The former covers the vacuum tube as a so-called audion amplifier and the latter covers the well-known "grid" structure in the modern "audion" or three element vacuum tube. This [illegible] is the more important of the two. The two DeForest patents were transferred to the American Telephone and Telegraph Co. by Dr. Lee De Forest, of the De Forest Co. The use of these patents has been given to the Radio Corporation of America, together with the right to sue under them for the purpose of this suit and other specific suits.

An interesting feature of the situation created by this action is the position of the seven or eight licensees of the Armstrong regenerative patent. These manufacturers were the original licensees and at the time the Westinghouse Electric & Manufacturing Co. took over the Armstrong patent they did so subject to the licenses and agreements outstanding. The Armstrong licensees have formed a corporation, the directors and officers of which are in each case representatives or owners of Armstrong licenses. It is said that this corporation will cooperate with the Grebe Co. in the defense of the action.

The second suit involves comparatively minor patents, which are [illegible] to be infringed. The action will probably be tried [illegible] and the outcome will be of keen interest to the entire radio industry.

NEW MANAGER OF WIDENER'S, INC.

Newark, N. J., December [illegible].—[illegible], for several years connected with the outside sales staff of Widener's, Inc., Columbia dealers of this city, and more recently in charge of the Hartford, Conn., branch of the concern, has been made manager of the local store. George Turner, who has been with [illegible] the New York [illegible] for the [illegible], has been made assistant.

The [illegible] Co., of [illegible], Wis., has secured the franchise for Columbia Grafonolas and records in that city. A complete stock has already been installed.

CLOSES LARGE RADIO BUSINESS

E. I. Bucher, Sales Manager of Radio Corporation of America, Books Large Orders—Jobbers and Dealers Keenly Interested in Sales Possibilities of Radio—Lyon & Healy Closing an Excellent RCA Pre-holiday Business

[illegible]

E. I. Bucher at His Desk

[illegible]

BIG DEMAND FOR "TALKER" TOYS

National Co. Enjoys Exceptional Demand for Novelties During Year

[illegible]

A. E. SATHERLEY IN NEW POST

Appointed Manager of New York Recording Laboratories in Gotham—Succeeds A. J. Baum—Has Had Wide Experience

[illegible]

DOING EDUCATIONAL WORK

[illegible]

PORTLAND, ORE.

Many Changes in Trade—Hold Edison Tone Test—Starr Co. Moves Offices—Setherlina & Lucas to Move—Other Trade Activities

PORTLAND, ORE., December 8.—The last Edison tone test of the season was held recently in the Municipal Auditorium when the Dunn Trio and Harvey Hindermyer, tenor, were presented under the auspices of the Reed-French Piano Co. of this city. The artists presented a very interesting program that served to demonstrate most impressively the reproducing qualities of the Edison to an enthusiastic audience.

Harry Marshall, district manager for Oregon of the Edison company, entertained with a dinner for the artists during their visit, inviting all Portland Edison dealers to meet them.

The Starr Piano Co. has moved its offices and warerooms from 320 Blake-McFall Building to 22 North Tenth street, near Burnside. Charles Soule, wholesale representative, says: "We made the move primarily to have a more convenient location for our shipping purposes and to be in a more accessible location for our dealers. Our motto is service, and in our new location on the main floor we are able to make a shipment at any hour of the day, where before we were at the mercy of the elevator man supplied by the building, who did not work after hours under any circumstances." Mr. Soule announces good business in Starr phonographs and says the Gennett record business is going ahead by "leaps and bounds."

The Setherling & Lucas Music Co., for the past eight years at 125 Fourth street, will move on the first of the year to 151 Fourth street, where they have secured a ten-year lease on the four-story Greenfield Building formerly occupied by the Graves Music Co. The building is reinforced concrete and will be remodeled and made modern in every way to suit the needs of the music company, who expect to have the best and most complete music store in the city.

Ernest Stutts, formerly with the Weickert-Vernierder Co., of Pasadena, Cal., has been added to the sales force of the Meier & Frank phonograph department.

How to keep physically fit by the use of the phonograph was demonstrated in a splendid way by Charlotte Chesley, "champion" health record-seeker, on the phonograph department of Meier & Frank Co. Miss Chesley and a corps of attractive and athletic assistants recently held full-swing in one of the main windows on Sixth street, going through all the exercises to the strains of the Wallace reducing records, all guaranteed to keep one "young," "slender" and "beautiful." Placards announcing the benefit to be derived from such exercises were displayed and interested crowds were in attendance all day watching these attractive, healthy-looking maidens.

M. Davis, district manager of the Brunswick-Balke-Collender Co., has been so busy keeping up with his out-of-town business and supplying orders of his Portland dealers that he is harder to get in touch with than the President of the United States. However, Brunswick dealers in the city, viz., Wiley B. Allen, Edwards Furniture Co., Powers Furniture Co., and others, all report excellent business and say the new model "York" is a "knockout."

G. F. Johnson, of the G. F. Johnson Piano Co., reports [illegible] Chesley phonograph. Mr. Johnson reports [illegible] sales for Christmas [illegible] good and anticipates that a record will be set by the end of the month.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., reports November business far beyond last year and believes the December sales will be far in excess of business done during the holiday season of last year. Vancouver Barracks were provided last month with two beautiful electric Victrolas 300, by this department, one to the headquarters company and one to company [illegible]. School marches have also come strong during last month, according to Mr. Stein, who says that the Music Week activities and the coming music memory contest are partly responsible for the added interest.

"Everything in Talking Machines" is the motto of the Hyatt Talking Machine Co., dealers in Brunswick, Columbia, Victor and Edison phonographs, and from reports received business in all lines is more than good and getting better all the time.

E. B. Hyatt, president of the Oregon Music Dealers' Association, extended invitations to dealers of the Association and their friends to attend a dance to be given December 16.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., announces the change of the Victor account from the Owl Drug Co., of Astoria, Ore., John T. Ray, proprietor, to the Astoria Drug Co., Inc., consisting of P. Linnson, G. A. Hellberg and L. C. Berg, who bought out the interest of Mr. Ray, who retired.

A complete music store is being installed at Tillamook, Ore., by L. L. Berg, who will carry the Victor line.

H. L. Stoner, who for the past year has been connected with the G. F. Johnson Piano Co., has gone to San Francisco and joined the forces of Kohler & Chase.

OKEH JOBBER DOUBLES SPACE

New York Okeh Wholesaler Leases Additional Floor Space Sales Steadily Increasing—Plan Increased Service During New Year

In order to handle its business, [illegible], the New York wholesale distributor [illegible] of the General Phonograph Corp., distributor of Okeh records in this territory, has leased the second floor of the building at [illegible] West Eighteenth street, New York. The company has occupied [illegible] at the address for the past year, occupying the main floor. But sales increased so steadily that it was found necessary to secure additional space to handle the requirements of the trade which could not be done under the old scale.

J. B. Stoddell, general manager of the New York distributing [illegible] enthusiastic regarding the sales possibilities for Okeh records in this territory, particularly as sales for the past few months have shown a tremendous increase over any period in the history of the organization. With the lease of the second floor [illegible] available more than twice the space originally occupied and 1923 service to Okeh dealers will therefore be augmented to a considerable degree.

WEYMANN & SON SUFFER FIRE LOSS

[illegible] Pa., December [illegible] A. Weymann & Son, Inc., Victor wholesalers, suffered a loss estimated at $[illegible] by fire which broke out in the company building [illegible]. It is stated that there will be no interruption in business.

BUSINESS TO BE A THIRD BETTER

Talking Machine Business May Be Expected to Register a Substantial Gain in 1923, Says Ralph L. Freeman, Director of Distribution, Victor Talking Machine Co.

Ralph L. Freeman, Director of Distribution of the Victor Talking Machine Co., said when interviewed by The World:

"In spite of the great [illegible] development [illegible] our industry in 1922 has been the general improvement in fundamental conditions. In the trade itself the liquidation of inventories of goods that could not stand the strain of a competitive market, the correction of past mistakes in buying, the balancing of stocks and the elimination of irresponsible manufacturers mark milestones on the road of progress.

Ralph L. Freeman

"As we enter next year our feeling is that general conditions will be a full third better than in 1922, that the talking machine business will be larger in at least that degree and that standard trade marked products will enjoy the preference they merit. Our production schedules up to May already in our factories are based on this expectation.

"We believe there already is a noticeable increase in demand favoring records of selections of a higher class than those that had such a considerable vogue in the recent past and that this promises to be a feature of next year's business."

PAUL WHITEMAN OPENS TRIANON

Paul Whiteman and His Orchestra Open Trianon and Are Paid $25,000 for One Week

Chicago, Ill., December 11.—Chicago, for the first time in its musical history, turned out en masse during the week of December 4 to welcome a twentieth century musical organization. The welcome was for none other than Paul Whiteman and his orchestra, who played one week at the new Trianon ballroom.

Paul Whiteman and his orchestra, as every one knows, are exclusive Victor artists and for the week's showing this organization was paid $25,000. This amount goes on record as being the largest [illegible] and [illegible] for a dance orchestra.

Thousands of people who have visited the Trianon during Mr. Whiteman's stay here are

now in a position to appreciate what a truly great organization he conducts. They are also in a position to appreciate how faithfully his records portray his art.

The Trianon is said to be the most beautiful ballroom in the world and cost more than a million dollars to erect, the best architectural and decorative thoughts in the country being drafted for its construction. On the night of its formal opening Chicago's society danced for charity and the occasion was known as the "Bal Fantastique." It was given for the benefit of the Illinois Home and Aid Society and the entire building, its operating forces and orchestra were donated to the cause.

On the occasion of Paul Whiteman's appearance here Ferdinand A. Buescher designed, made and fitted out completely the entire orchestra with a set of Buescher gold instruments said to cost about $10,000.

BUSINESS WILL COME TO WORKERS

Geo. W. Hopkins, Vice-president and General Sales Manager of Columbia Graphophone Co., Tells Why Next Year's Prospects Are Bright—Stresses Salesmanship

In discussing the developments of the year in the talking machine trade and the prospects

George W. Hopkins

for business for the coming year George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., said to The World:

"Elimination of nondescript phonographs, which, like the mule, have no pride of ancestry or hope of posterity, means increasing business for those manufacturers who are building the industry.

"Business will come, however, only to those who will work.

"Storekeepers will take a back seat for merchandisers or salesmen out of retail stores.

"The go-getter type of merchant will find 1923 a happy and prosperous year.

"Quality merchandise will win the business if backed by an aggressive sales policy.

"The salesman who will be welcome in your store will be the man who conveys, not displays, knowledge. At 12:01 o'clock January 1, 1923, we will be ready to go."

OKEH BETROTHALS NUMEROUS

There has been an epidemic of betrothals this week at the executive offices of the General Phonograph Corp., 25 West Forty-fifth street. Among the young ladies who are wearing handsome diamond rings are Miss Elsa Schumacher, secretary to W. G. Pilgrim, treasurer of the company, and Miss Beatrice Dembolf, of the billing department. Miss Schumacher is the "veteran" of the secretarial and clerical force at the General Phonograph Corp.'s executive offices, as she has been identified with the company since its inception.

TWO OKEH DINNERS TO STAFFS

Otto Heineman Host to Members of Executive Staff—Employes of Offices Dined

Otto Heineman, president of the General Phonograph Corp., was the host at a dinner given to the members of his executive staff at his home in the Hotel Majestic on Tuesday evening. All of the executives and heads of the departments at the executive offices, together with the executives in the recording department and the distributing division were present, and Mr. Heineman, as usual, was a host par excellence.

On Thursday evening, December 14, all of the employes of the executive office, recording division, distributing division, Newark factory, together with all of the executives, were the guests of the company at a dinner and dance given at the "Maisonette" on West Forty-fifth street. This was the usual Christmas party given by the company and this year it was held somewhat earlier owing to the fact that Mr. Heineman sails for Europe on Saturday.

DEATH OF JOHN WANAMAKER

Famous Merchant Prince Dies at Age of Eighty-four—World Renowned as Merchandising Wizard—Passing Deeply Regretted

[illegible] New York and Philadelphia [illegible] beginning [illegible] died [illegible] Mr. Wanamaker, who [illegible] at the time of his death [illegible] into [illegible] ally as one of the [illegible] world has ever known.

Many visitors at Mr. Wanamaker recognized in the December sale [illegible] of the Philadelphia and established talking machine departments in the New York and Philadelphia stores that have won recognition as leaders of talking machine departments. For a number of years the house of John Wanamaker was a Victor distributor and in recent years it has carried several lines of talking machines, including the Victor as a leader.

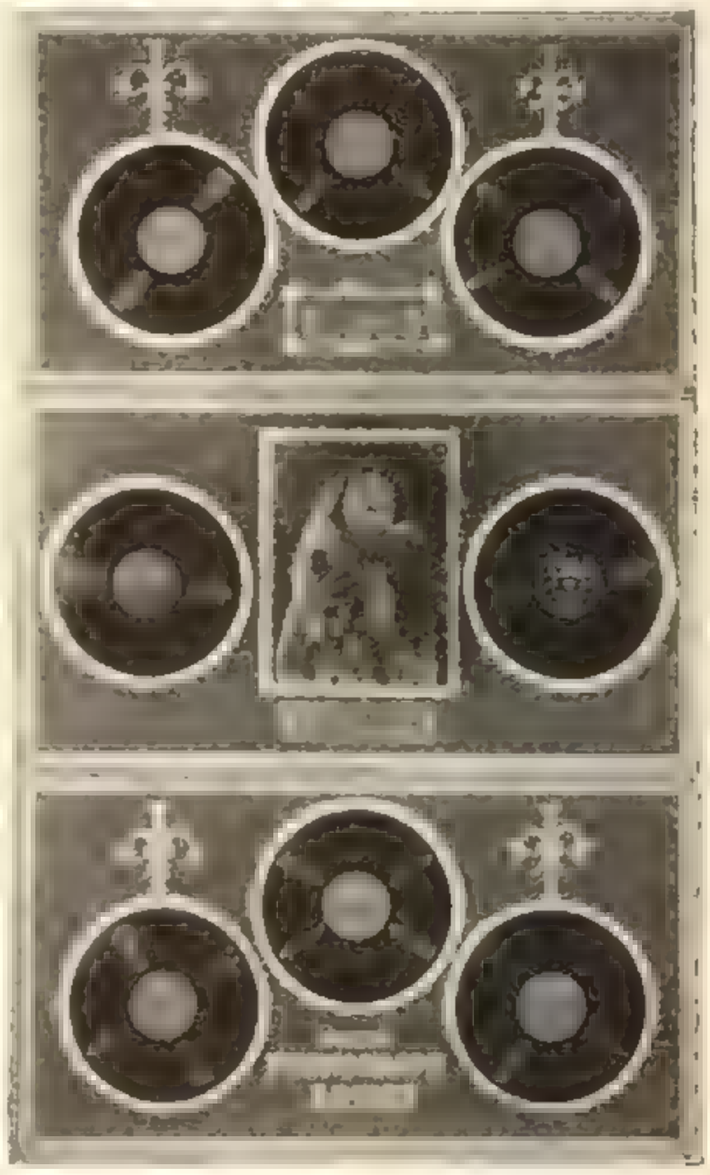
A FEW SALT LAKE CITY BRIEFLETS

[illegible]

OKEH ARTIST'S PUBLICITY

Miss Elsie Clark Uses Unique Publicity—Lobby Sign Attracts Considerable Attention

[illegible]



Miss Clark's Unique Okeh Theatre Sign

[illegible]

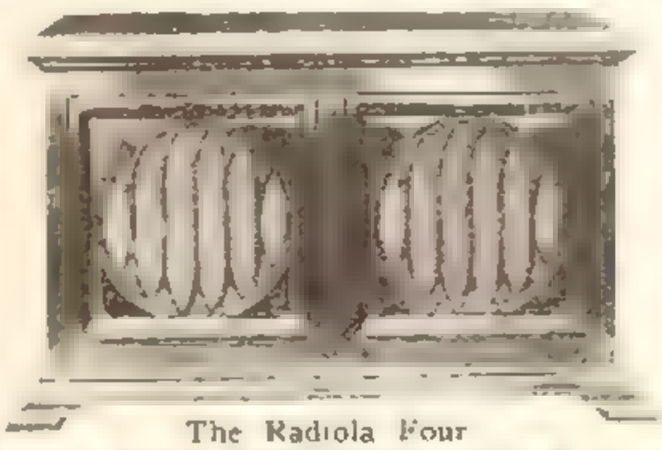
ANNOUNCES THE RADIOLA FOUR

Radio Corp. of America Adds Handsome Instrument to Line—Will Be Advertised Extensively—Self-contained With Many Important Features That Will Interest Trade

The Radio Corporation of America, New York, manufacturer of RCA products, has announced an addition to its line of the Radiola 4 and in all probability this instrument will be used as the keystone of the company's publicity and merchandising campaign during 1923. Deliveries of the Radiola 4 will be made subsequent to January 1, although it is possible that a small quantity of instruments will be ready around Christmas.

In referring to the new instrument, E. [illegible] Thelen, sales manager of the company, termed it as a radio instrument for the woman in the home. The Radiola 4, which has a number of distinctive features, will retail at $275. It is a self-contained instrument, operated by dry battery tubes, a new type of tube being used termed the Radiotron UV-[illegible], which it is stated, is much superior to any tube used heretofore.

The Radiola 4 has a self-contained loud-speaker, and with the exception of the outside antennae is a complete unit. It is have proven that with an indoor loop this instrument is capable of receiving broadcasting within a distance of fifty miles, and with the average outdoor antennae the receiving distance is approximately 1,000 miles. It is equipped with a two wave length range and has other technical features which will undoubtedly make it one of



The Radiola Four

the most popular radio instruments of the present day.

The Radiola 4 lends itself admirably to high grade publicity, as it is contained in a handsomely finished mahogany cabinet and has unlimited sales possibilities. This instrument has been in course of perfection the past year, and jobber and dealers who have visited the RCA offices during the past few weeks are keenly enthusiastic regarding the future of the Radiola 4.

The Radiola Grand, retailing at $350, is another RCA product that will be advertised extensively during the coming year, and this instrument, in combination with the Radiola 4, will give the Radio Corp. of America two products of timely appeal to the talking machine merchant.

PLAN TO MARKET NEW NEEDLE

Philadelphia, Pa., December 11.—The United Music Stores, of this city, have been engaged for some time in experimental work in connection with a new Black and White needle which they intend to place on the market about the first of the year. An advertising and sales drive is being planned in the interest of this new product. These needles are especially adapted to records which approximate one's own voice, according to Oscar Kerns, general manager, and this quality will be featured in the campaign.

DEMONSTRATES HEALTH RECORDS

J. C. Roush, of Standard Talking Machine Co. Arranges Interesting Program for Rotary Club Which Is Keenly Appreciated

Pittsburgh, Pa., December 11.—The Standard Talking Machine Co. conducted an interesting demonstration of the Victor Health Records before the Rotary Club of Pittsburgh at a meeting of that body on Wednesday of last week, the demonstration being arranged by J. C. Roush, president of the company, who [illegible] it was to provide the program for the day. A woman demonstrator gave an exhibition of the care of the [illegible] following a [illegible] health talk and the [illegible] members present were interested in the [illegible] and [illegible] exercises. The Standard Co. has organized a corps of women demonstrators [illegible] from the time the Victor Health Records were first introduced.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

SITUATION WANTED—Am I Your Man? 8 years' experience manager retail and commercial traveler wholesale phonograph and record field prominent lines. At present employed. Desire change where future prospects are brighter. Prefer wholesale. Highest references. 28 years old. Address "Box 1228" care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Commission salesmen in different sections of country to sell a self-recording disc made of metal for which there is a great demand. An excellent item as a side-line. Address "Box 1229," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Position as traveler for phonograph manufacturer. Ohio preferred. Extensive experience in the phonograph line. Salary or commission. Address "Box 1232," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Position as manager of phonograph department. Experienced. I am a good salesman and closer and can train sales force to do their best. Victor and Brunswick experience. Also ten years selling pianos and players. Salary and commission. Indiana or Ohio preferred. Address "Box 1233," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph dealers to carry repeating device as side line. New repeater which is unquestionably the most popular one offered for sale. Send for sample and commission proposition. The Rapid Repeater Co., 226 Van Alst Ave., Long Island City, N. Y.

POSITION WANTED—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

[illegible]

[illegible]

[illegible]

"RECORDION" PHONOGRAPH

[illegible]

SPRINGS

VICTOR

1¼"x.075x18' 8" marine ends	No. 3014	$ .58
1¼"x.062x17' marine ends	No. 3014	.55
1¼"x.062x17' bent arbor	No. 5492	.67
1¼"x.062x13' bent arbor	No. 5423	.50
1¼"x.062x9' bent arbor	No. 5427	.42
1¼"x.062x9' bent arbor end	No. 6546	.42
1"x.075x15' 6" marine ends	No. 2141	.32
1"x.075x15' marine ends	No. 3335	.35
1"x.075x15' bent arbor	No. 5394	.38
1"x.075x15' bent arbor end	No. 6540	.43
⅞"x.075x9' marine ends	No. 988	.29

COLUMBIA

1"x.075x10' Inherent	No. 2951	.33
1"x.075x10' Universal	No. 2951	.35
1"x.075x11' hook ends		.45
1"x.1. for motor No. 1		.35

HEINEMAN

1"x.075x12' motors	No. 33 & 77	.33
1 3/8"x.075x10' also Pathé		.35
1 3/8"x.075x17	No. 4	.59

MEISSELBACH

[illegible]x10' motors	No. 9 & 10	.29
[illegible] motors	No. 11 & 12	.29
1"x16' motors	No. 16, 17 & 19	.48

SAAL-SILVERTONE

1"x.075x10, rectangular hole	No. 144	.42
1"x.075x12', rectangular hole	No. 145	.48
1"x.075x16, rectangular hole	No. 148	.58

BRUNSWICK

1"x.075x12', rectangular hole, regular	No. 201	.45
1"x.075x18, rectangular hole, regular	No. 401	.65
1"x.075x16, rectangular hole		.58

KRASBERG

1"x.075' motor 2A pear-shape and rect. holes		.49
1"x.075' motor 3 and 4 on center end		.60

EDISON DISC

[illegible]x.078x.095 regular size disc motors		1.47
1"x.075x11, Standard		.55
1 5/8"x.[illegible], Home		.70
1 5/8"x.[illegible] type A 150, and style disc		1.28
1"x.[illegible] 50 70 75		.53

SMALL MOTORS

¾"x.075x10, marine ends, Heim, Col., etc.		.29
¾"x.075x10, marine ends, Heim, Col., etc.		.27
¾"x.075x9, marine ends		.21
¾"x.075x9, marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. spring screws, No. 3304	per 100	.92
Victor Gov. bolts, motor, No. 3302	each	.07
Victor Gov. spring motor washer	per 100	.72
Columbia Gov. springs, No. 1610	per 100	.95
Columbia Gov. spring screws, No. 419	per 100	.92
Columbia Gov. spring screw washers	per 100	.72
Columbia Gov. bolts, and flat and spring		.08
Columbia Gov. bolts, new style & spring		.08
Turntable felts, all wool, green, 10", round		.15
Turntable felts, all wool, green, 12", round		.18

Terms: 2% cash with order

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

AVAILABLE JANUARY 1ST

Well-known and thoroughly competent sales executive will be open for engagement January 1st. Familiar with every phase of the wholesale merchandising of talking machines and has just "put over" difficult sales proposition. New connection must afford plenty of opportunity for growth and advancement, with compensation commensurate with success achieved. Address "Box L. R.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

500 AMPLIFYING HORNS

AT A BARGAIN

[illegible] horns with castiron necks and [illegible] were made by [illegible] manufacturers of reed products in the country. Measurements [illegible] inches [illegible] 15 inch front, 17 inches [illegible] Small quantities $1.5[illegible] per horn. Large quantities at an [illegible]

FAVORITE MFG. CO., 105 E. 12th St.

Telephone Stuyvesant 1666

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

FOR SALE

A well established needle business. Has been on the market for a number of years and is a going concern. Wide distribution among dealers throughout the country and well advertised. Trade name and good will rank high. Offers exceptional opportunity to secure a profitable business already organized. If interested address for full particulars "Box 1235," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXCEPTIONAL OPPORTUNITY

Manufacturer of first-class mica with up-to-date plant and owning mica mines, wants to enter into connection with capable and energetic man or firm who is acquainted with the leading phonograph manufacturers and who could secure large orders on mica diaphragms for phonographs. Address "Box 1240," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXPERIENCED SALES EXECUTIVE

An experienced sales executive is open for a position with a standard, high-grade phonograph manufacturer who desires to secure New York representation. Is thoroughly familiar with the retail situation in Greater New York, knowing the dealers throughout the territory, and is in a position to give excellent representation to any manufacturer of high-grade quality machines. Please send full details regarding proposition to "Box 1238," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

Wanted an experienced talking machine salesman to represent prominent wholesale talking machine house in prescribed territory. To travel by car from residence to be established in territory. Address in strictest confidence, giving qualifications, etc., "Box 1236," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

BACK ISSUES OF TALKING MACHINE WORLD. [illegible] "Box 1237," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

A jobber to handle output of a new phonograph needle factory which has a producing capacity up to 20 million needles weekly. Details on request. Write Drawer 520, Westfield, Mass.

SALESMEN WANTED

[illegible] The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Revival of Trade Coming Rather Slowly, Although Exports Increase—Change in Cabinets Has Little Serious Effect on Business—Interesting Annual Report of the Gramophone Co. Ltd., Shows Greatly Increased Profits—Talking Machine Helps in Elections

What the New Record Lists Have to Offer—Recording African Dialects for Study Purposes—The Question of Radio and Its Development—Plans Being Made for Convention of Federation of British Music Industries—Success of the Newspaper Propaganda—General News Happenings of the Month

[illegible]

[illegible] U. S. A., the English parliamentary reference to the people has in a [illegible] to a repudiation of the Lloyd George coalition. The Conservative Party has secured a majority over all other parties, in a world we are under a new Government. Its policy is to be defensive, rather than offensive. That hope, a representation of [illegible] people [illegible] received with [illegible] which time shall [illegible]

Apart from what may be expected by the turmoil of an election, it cannot be said that there has been [illegible] on the contrary, so far as [illegible] trade. [illegible] trade. [illegible] progress has been fair for some time [illegible] every department of the gramophone business [illegible]

[illegible] Financial Report of the Gramophone Co., Ltd.

[illegible]

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

The directors state that in recommending 15 per cent for the past year they consider that [illegible] distribution in proportion to the profits earned is justified only by the arrangement made as to preferential dividend at the time of the increase of capital in 1920, and by the sound cash position as shown in the accounts. The company's total assets, as shown in the balance sheet irrespective of patents,

(Continued on page 174)

FROM OUR LONDON HEADQUARTERS—Continued from page 173)

[illegible]

The Gramophone and Electioneering

[illegible]

Miscellaneous News Paragraphs

[illegible]

P. B. in the States

[illegible]

[illegible] twelve-inch disc. The application of a speed control device permits the playing of the new records on any machine with a single spring motor. These gramophones have recently been marketed here by Wireless Records, Ltd., to good advantage.

In conversation, Sir Harry Lauder informed me that his ambitions have been overcome, he claimed, to a great enough to cause a little embarrassment. Everybody wants to hear, see and appreciate the possibilities of the new product. With regard to Pemberton Billing's S.A. press, Secretary Lendle could give no definite information apart from the fact that arrangements were being consummated for the manufacture and marketing there of both the record and the controller. Just what these arrangements are we shall know in due course.

New Zonophone Records

Superlative titles are beginning to make a considerable circular appearance. Most of the [illegible] have catered to the Xmas demand by the issue of [illegible] lists. The Zonophone people are, of course, to the fore, and among special issues from the ordinary supplementary list for November is twelve in 1 record A 262, having "Twin Pandies" (the Infant Lessons) and "Nursie." Both are sympathetically sung by Florence Hubbard who possesses a baritone voice of charming timbre.

Talented soloists record to D 58 carries a couple of good songs by Sir Harry Lauder. Mackenzie Murdoch's "Home to Mother," a beautiful composition—though in contrast to Sir Harry's songs such is nevertheless [illegible] appreciated. With this is coupled "Life's Like Thing to Sing"—a humorous ditty of the good Lauder collection kind and very well done. A very dramatic rendition of "Scotch" and "Black Bad for a Garden" [illegible] by Cecil Sherwood on disc 2265 which [illegible] 2266 Chas. Fox and Clarkson Rose in duet, tell us of the comical doings of "A Thousand Years Ago" in contrast to the pre-war period and this, in conjunction with "Our Own Little Home, Sweet Home" goes to the completion of a good record. Two well played and recorded piano solos—"We Long To" and "There's a Good Time Coming" [illegible] to the trade of the concertina, Melville Gideon on record 2270. A couple of concertina accordion solos on 2267 by Peter Dawson will doubtless meet with a real welcome among those who favor this type of record.

Analysis of Voice Sounds

The London University College is undertaking a [illegible] into the speech sounds of African languages which will be studied in their phonetic structure and recorded. The material will be available to those institutions that desire to teach such languages.

The phonetic laboratory contains instruments and appliances for recording and analyzing sounds. But there are other instruments for one to practice making sounds, the oldest and simplest being an adaptation of the Bunsen burner to respond to the human voice. At a certain height the flame will only respond by flicker [illegible] the vowel "a." It will not respond to a modulated "a" nor to a mere blow.

Another instrument is a revolving disc which shows a band of light to correspond with the vowel produced by the speaker.

There is also a phonoscope, invented by M. [illegible] of Paris, for the son of the King of Spain, in which the speaker can see what letter he has spoken. Thus the peculiarities of a language are studied through a native.

The "H. M. V." Window Display Scheme

Bulletin No. 1, just issued, deals with new ideas for enlivening gramophone and record sales by attractive window displays. Five interesting window schemes are illustrated and explained with information as to where the necessary materials need may be obtained. Each display is round a particular model of "His Master's Voice," because the secret of good results is to stick to one idea. Thus are the companies' efforts directed along the road of progressive trade.

Wireless News

The Broadcasting Co. is still the time of writing an unknown quantity. Until its registration, it does not exist, officially, at any rate. Six big electrical and radio firms were supposed to have agreed on all conditions with the Postmaster General and day by day we are told that everything is ripe for "almost immediate registration." And so we go on hoping. Meanwhile those gramophone and other firms which have [illegible] contracts of receiving apparatus are [illegible] like Donat Law—in the unhappy state of not knowing where they are! They know that under the proposals of the so-called "Big Six" who represent the so far non-existent Broadcasting Co. there would be an entry fee to membership of £50 or more, in addition to royalties of, as example, 7/6 per crystal set, £2/5 per three-valve set, but they protest against this as likely to restrict freedom of trade and wish an inquiry into the patent situation. The trade section of the Radio Association is holding meetings of "outside" firms and dealers to safeguard their interests and take action in opposition to the levies demanded. In consequence of what is considered by many firms as arbitrary conditions of license to manufacture, progress and initiative is in many quarters at an entire standstill. By the time these lines appear, the situation may show a complete change.

Good News From J. E. Hough, Ltd.

Information to hand confirms that this house is almost as busy as it well can be. All departments working at high pressure, I am told. Such is, of course, what only to be expected con-

FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

sidering the many directions in which this firm caters to retail wants. Another list of up-to-date titles has been issued on the little five and a half inch D. S. Bell record, which retails at the nominal figure of 1/3. The standard of the ten-inch D. S. Winner record is well maintained throughout the new program just announced. Of outstanding merit is Part I and II of "Freedom," Hubert Bath's stirring composition which figured this year as the test piece at the Crystal Palace band contest. It is magnificently rendered on Winner record 3723 by Foden's Prize Brass Band.

Regular series of "Velvet Face" records continue to make appearance from the factories of Messrs. Hough. Programs are confined to exclusively high-class music and songs by special artists.

To assist sales, the firm has marketed a new display rack for records. It is of steel wire with hinged support at back and will hold twelve records with display cards. Dealers should welcome this compact yet highly effective window or showroom sales device.

Arrangements have been made for the 1923 convention of the Federation of British Music Industries to be held in Buxton beginning on May 22 at the Palace Hotel. It would be difficult to find a more suitable place than Buxton. It is in the very center of England and should meet the convenience of the greatest possible number of the music trades.

At a meeting of the Consultative Committee held in the Federation offices on November 1 Colonel Tatton explained what was being done in regard to newspaper propaganda and told the members of the committee that there were now about eighty-three newspapers which were printing the Federation articles week by week. He also referred to a series of short paragraphs which were now being sent out week by week and to a new series of monthly reviews of new gramophone records.

A New Idea in Cabinet Gramophones

A very interesting development of the cabinet type of gramophone has been evolved by the [illegible] organization here. It consists of a corner cabinet with half front sides [illegible] depth to the front facet, which [illegible] for doors to the amplifying chamber and record cupboard under. The construction and equipment of this instrument are entirely unique, resulting in a really wonderful record reproduction.

USE AND CARE OF THE PHONOGRAPH

W. A. Willson, of Columbia Co., Has Interesting Views on Timely Subject—Importance of Giving Phonograph in School Proper Care

W. A. Willson, manager of the Educational Department of the Columbia Graphophone Co., has some interesting views on the use and care of the phonograph in the school. In a recent chat regarding this important subject Mr. Willson commented as follows:

"At the present time dealers are selling many phonographs to the public schools. The dealer should always advise the teacher regarding the care and use of the instrument. A piano, to insure satisfaction, must be tuned at least once a year. A phonograph is a more delicately constructed instrument than a piano and requires attention and care. In the schoolroom the phonograph is often left standing for months during the Summer without any use, at which time the lubricant which has been applied to the delicate machinery hardens and when again used will retard the action. Certain parts, at times, become loose and interfere with a proper tone production. If the teacher is advised that the instrument should be gone over at least once each year there will be greater satisfaction to all concerned.

"To illustrate how little teachers in general know of the mechanism of an instrument we will cite this incident: A representative of a phonograph company was told by the teacher that the instrument in her classroom was of practically [illegible] that [illegible] record [illegible] [illegible] the representative [illegible] found the phonograph [illegible] condition, but [illegible] he found [illegible] hardened [illegible] and it was found [illegible] been [illegible] record [illegible] had been [illegible] for schoolroom use [illegible] and adjusted for speed. The result [illegible] satisfactory.

"Teachers are [illegible] to have the phonographs [illegible] best [illegible] into the experience [illegible]. They do not know of the [illegible] tions of the instrument. They need [illegible] cerning types of needles, how to [illegible] and what types of records [illegible]. It is a matter of service on the part of [illegible] who sell phonographs."

STARTING THE DAY'S WORK RIGHT

A Philosophic Dissertation on the Point of View to Be Maintained by the Man Who Starts to Business Worthy of Consideration

The individual who feels an [illegible] to tackling the day's work as he [illegible] business should find out what's wrong. If he [illegible] himself to go through the [illegible] he will hold down a job, perhaps, but will he [illegible] of it? The chances are all against it. The really efficient worker is the one whose mind and body are attuned to his tasks, who doesn't let his work get ahead of him or "get on his nerves," and who does it happily, interestedly and enthusiastically. He never makes the mistake of thinking that smiles were made for leisure hours only, but carries them to business with him. Watch out for him. He's the man to get ahead.—Telephone Review.

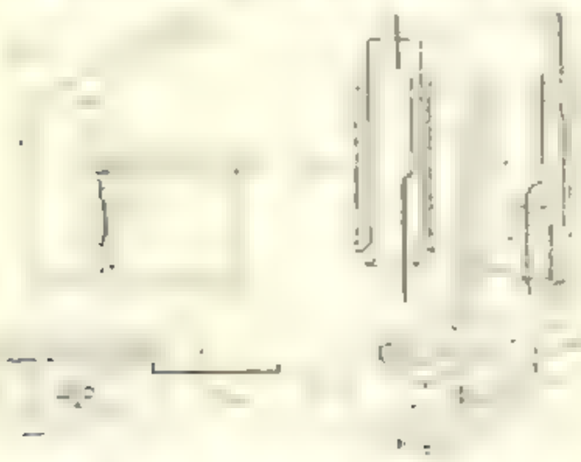
Shapiro, Bernstein & Co., Inc., recently released a new folio carrying ten popular pieces for the saxophone. It is known as the "[illegible] Saxophone Folio No. 1." The numbers include those most popular in the company's catalog.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

[illegible] Drop-cover Catch. [illegible]

[illegible]

[illegible] horizontal



[illegible] Fig. 3 is an [illegible] Fig. 4 is an [illegible] Fig. 5 is a [illegible] of the cabinet [illegible]

Diaphragm Frame Mounting for Reproducers [illegible] Patent No. [illegible]

[illegible]

[illegible]

Phonographic Apparatus [illegible]

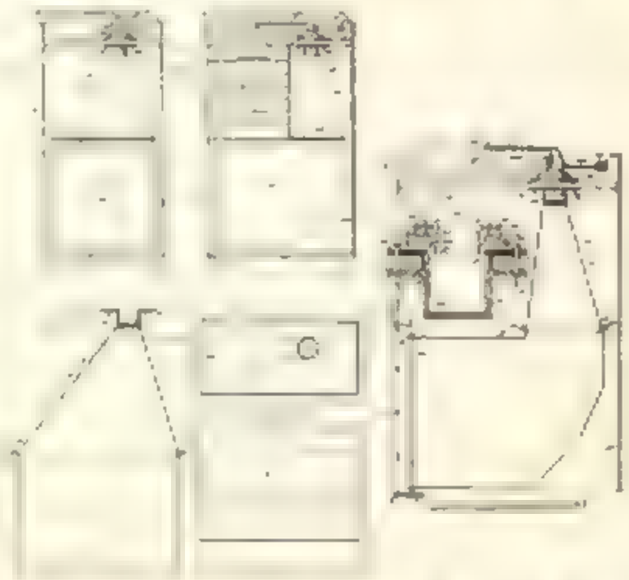
[illegible]

transmitting arm, the needle vibrator to which it is coupled, and the needle, all or a part of which elements may be produced in accordance with the present invention. Fig. 3 is a vertical sectional view showing another type of reproducing apparatus. Fig. 4 is a perspective view of a portion of said apparatus, and Figs. 5 and 6 are perspective views illustrating different types of [illegible] produced in accordance with the invention.

Phonograph [illegible] Patent No. [illegible]

This invention relates to phonographs, particularly to the horn in horn type, and one of the main objects [illegible] is to provide means for preventing the escape of sound waves at the joint between the sound box and the outer end of the horn while at the same time allowing the sound box to be rotated on its axis for the purpose of adjusting reproduction.

[illegible] Fig. 2 is a similar section taken on the line 2—2 of Fig. 1. Fig. 3 is an enlarged section, fragmentary, through the horn which is coupled as on the line 3—3 of Fig. 2. Fig. 4 is a bottom plan view of the upper horn member, as on the line 4—4 of Fig. 3. Fig. 5 is a top plan view of the lower



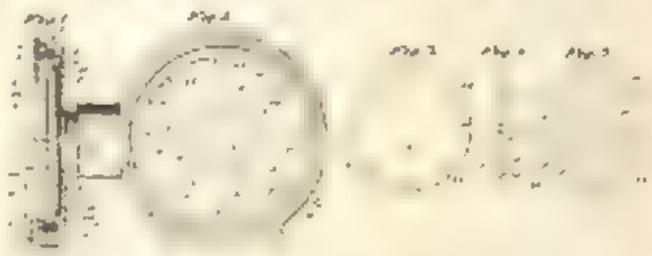
member, as on the line 5—5 of Fig. 3. Fig. 6 is a perspective view similar to Fig. 2, showing the [illegible] horn in sections as [illegible] and Fig. 7 is an enlarged section taken on the line 7—7 of Fig. 6, showing the manner of mounting the tone arm and of suspending the horn.

Sound Box. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,426,970.

One object of this invention is to provide an improved sound box for talking machines, which will be instrumental in more accurately reproducing sound than devices previously used for this purpose.

Another object of the present invention is to distribute and equalize the impulse caused by the connection of the stylus bar to the diaphragm prior to the passage of the sound waves through the tone conducting portion of the machine.

Figure 1 is an enlarged fragmentary section taken centrally through a sound box made in accordance with the invention, the stylus bar being shown in outside view. Fig. 2 is a section taken on the line 2—2 of Fig. 1. Fig. 3 is



a front face view of a member which forms a part of the invention in the construction illustrated. Fig. 4 is an edge view of said member, and Fig. 5 is a rear view of said member.

Sound Box. Elmer Fletcher, Chicago, Ill., assignor to the Fletcher Wickes Co., same place. Patent No. 1,427,198.

The invention relates to sound boxes for phonographs or recorders. One object of the invention is to provide an improved sound box in which provision is made for deflecting the sound between the diaphragm and the tone arm or sound outlet, so that the sound will be diffused and amplified, but also mellowed, to eliminate the sharp metallic noises or sounds.

Another object of the invention is to provide an improved connection between the needle support and the sound box, which is simple in construction and efficient in operation.

In the drawings, Fig. 1 is a side elevation of a phonograph embodying the invention. Fig. 2 is a section taken on the line 2—2 of Fig. 1. Fig. 3 is a section taken on line 3—3 of Fig. 2. Fig. 4 is a detail perspective showing the parts of the improved pivotal connection between the needle support and the sound box.

Sound Amplifier for Phonographs and Method of Making the Same. Charles J. Dodge, Brooklyn, N. Y. Patent No. 1,429,937.

This invention relates to sound amplifiers for phonographs and the method of making the same. One object of the invention is to simplify the construction of the throat and horn of the phonograph as a matter of facilitating the manufacture of these parts and of making them more uniform. Another object is to provide a throat and horn of homogeneous construction, that is, a construction in which both of these parts are formed of a single piece of material. It has been found that the acoustic qualities of the amplifier are much better where the throat and horn are homogeneous. It is not possible

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 17[illegible])

to make these parts from wood and to make them homogeneous, whereas, in the present case these parts may be made homogeneous and at a cost which is less than the cost of making them of wood as separate parts.

Another object of the invention is to make the adjustment of a moldable composition, which, when set, will have as the tone qualities of wood and in some respects superior thereto. In the present device one is able to obtain the tone of a tone-installed clarinet with wood and to eliminate the irregularities due to the grain of the wood. When a curved portion of the sound member, such as the throat, is made of wood, the grain is not suitable arranged for all portions thereof, whereas, in the present device, one can obtain the quality ordinarily obtained with wood from material having a grain structure, so that the sound waves are more uniformly directed.

The invention also includes a [illegible] form over which the improved article is adapted to be made.

Figure 1 is a side elevation of an instrument consisting of the throat and horn [illegible] the invention, part thereof being broken away for illustrative purposes. Fig. 2 is a [illegible] view taken on the line 2-2 of Fig. 1. Fig. 3 is a sectional view taken on the line 3-3 of Fig. 1. Fig. 4 is a vertical sectional view showing the method of making the molded article or mold. Fig. 5 is a similar view showing

in a plane at right angles to the plane in which Fig. 4 is taken. Fig. 6 is a perspective view of one of the form members. Fig. 7 is a perspective view of one part of one of the form members. Fig. 8 is a perspective view of another form member. Fig. 9 is an elevation of one portion of the form, and Fig. 10 is a plan view showing one method of preparing the material for the cores.

Sound Reproducer. Morris S. Kanter, Mount Ephraim, N. J. Patent No. 1,4[illegible].

The object of the invention is to provide an improved sound reproducer for talking machines and the like which is efficient in use, can be manufactured at a low cost, and is particularly adapted for use in a pair of such devices of this character.

Another object is to provide an improved mounting for the stylus bar whereby the stylus is separated from the sound [illegible] by a non-sounding [illegible] or sound-deadening member, thus preventing the objectionable "scratch" of the needle in the groove of the record from being conveyed to the sound chamber, as by a continuous metallic path.

A further object is to provide a novel device a diaphragm or [illegible] axially directed extension operative to form the yielding resilient sound-insulating support for the stylus bar.

And still another object of the invention is to provide an improved method of [illegible] in conjunction with the stylus bar of the reproducer, to provide an improved method of [illegible] to provide an improved [illegible] and other details of construction and operation will hereinafter appear in the following description. Figure 1 is a side elevation of the reproducer and [illegible]

[illegible] Fig. 2 is a [illegible] of the sound reproducer in its preferred form. Fig. 3 is a [illegible] view of the same. Fig. 4 is a plan view of the detachable [illegible] of the reproducer and Fig. [illegible] are detail perspective views of the [illegible] shown in the [illegible] of the invention.

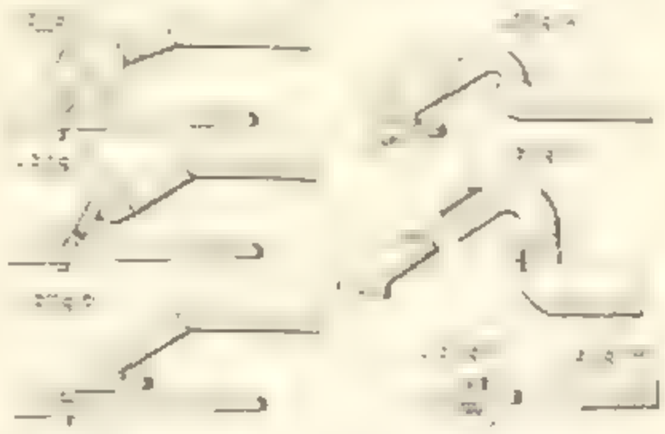
Convertible Tone Arm. Arthur K. Mahon, Franklin, N. J. Patent No. 1,4[illegible].

The object of this invention is to provide a convertible tone arm which may be used in playing records of different sizes, such as those of 10-inch and 12-inch diameter, or of different speeds, such as those of 78 and 33 revolutions per minute.

A further object is to provide a tone arm of this character in which the tone arm is formed with three parts connectable with a joint between each pair of them, so that the tone arm may be adjusted into three different positions. To this end it is provided that the reproduction of Victor, Columbia or Pathé records may be desired, the tone arm is adapted to be adjusted into a position in which the sound reproducer is in contact with the record adjacent its outer edge.

A still further object is to provide for the [illegible] of the tone arm so that it may be adapted for playing different sides of a record.

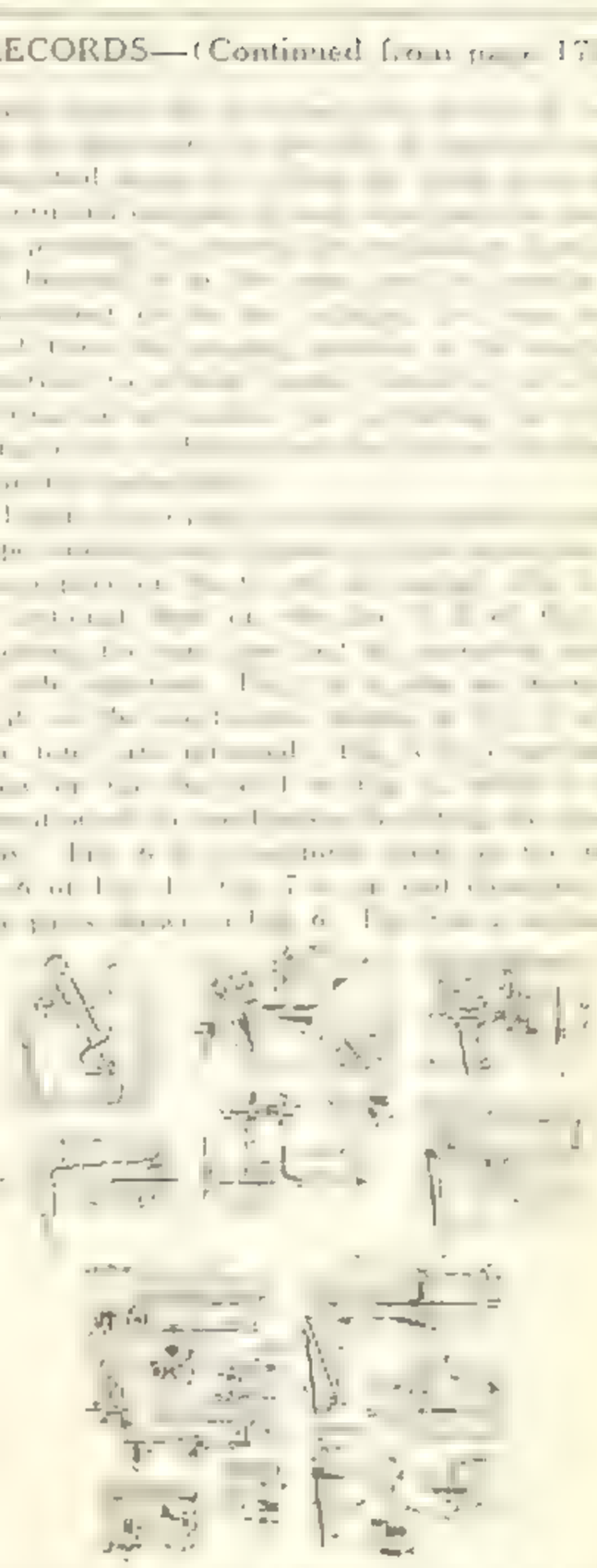
Figure 1 is a side elevation of the improved tone arm and sound box as applied to a Victor record. Fig. 2 is a similar view of the tone arm as applied to a Pathé record. Fig. 3 is a similar view as applied to an Edison record. Fig. 4 is a [illegible] of the tone arm and sound box, the [illegible] showing the position of the sound



box as applied to a Victor record and the dotted lines as applied to an Edison record and a Pathé record. Fig. 5 is a detached plan view of the tone arm. Fig. 6 is a top plan view of the connector 18. Fig. 7 is a detached end elevation of the sound box.

Replaying Device for Talking Machines. Russell P. Howard, Windham, Vt. Patent No. 1,430,450.

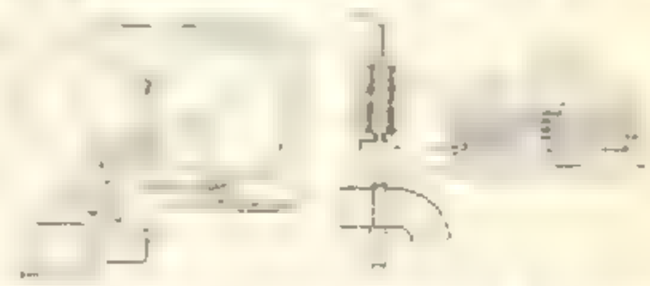
The principal object of this invention is to provide a simple and practical device by which a talking machine or the like can be caused to play and replay a record [illegible] as may be desired of different lengths, [illegible] being provided for each end of the record to provide [illegible] operated by the motor shaft for [illegible] the [illegible] times or controlling them, to provide auto-



[illegible]

Automatic Sound Control for Phonographs and the Like. [illegible] Los Angeles, Cal. Patent No. 1,4[illegible].

[illegible]



[illegible]

Advance RECORD BULLETINS for January, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS

[illegible]

VOCAL AND INSTRUMENTAL SELECTIONS

[illegible]

RED SEAL RECORDS

[illegible]

COLUMBIA RECORDS

SYMPHONY RECORDS

[illegible]

RED SEAL RECORDS

[illegible]

POPULAR SONGS

[illegible]

DANCE SELECTIONS

[illegible]

MISCELLANEOUS

[illegible]

POPULAR SONGS

[illegible]

AEOLIAN CO.

VOCALION RECORDS

STANDARD SELECTIONS

[illegible]

WHISTLING SELECTIONS

[illegible]

INSTRUMENTAL SELECTIONS

[illegible]

HAWAIIAN SELECTIONS

[illegible]

POPULAR SONGS

[illegible]

DANCE SELECTIONS

2115 Sixty Seconds Every Minute (I Think of You) (Intro. "Sweetheart Lane" from "Greenwich Village Follies" 22), (Hirsch). Fox-trot.
The Bar Harbor Society Orch 10
The Lone's Nest (From "Orange Blossoms"), (Herbert). Fox-trot.
The Bar Harbor Society Orch 10
14456 Where Is the Man of My Dreams (Intro. "Argentina," from "Scandals of 1922"), (Gershwin). Fox-trot. Selvin's Orch 10
Just as Long as You Love Me (Intro. "The Twinkle in Your Eye," from "The Gingham Girl"), (Von Tilzer-Sissonle). Fox-trot.
The Biltmore Society Orch 10
14457 Rose of the Rio Grande (Freeman-Clarke-Leslie). Fox-trot. The Biltmore Society Orch 10
Don't Bring Me Posies Chico ("Bring Back My Honeyman"), (Ross-Handman). Fox-trot.
Selvin's Orch 10
14458 Teddy Bear (Bates-Jackson). Fox-trot.
Coleman and His Montmartre Orch 10
Bees' Knees (Jasper-Lewis). Fox-trot.
Coleman and His Montmartre Orch 10
14459 Save the Last Waltz for Me (Jessie Austin). Waltz, Vocal Chorus by Kaufman.
The Bar Harbor Society Orch 10
Lovely Lucerne (Godfrey). Waltz, Yodel Chorus by Kaufman. The Bar Harbor Society Orch 10
14461 Stop Your Kidding (M. Grace-McHugh). Fox-trot Blues. The Original Memphis Five 10
Hey Barking Dog Woof! Woof! (Austin). Fox-trot. The Original Memphis Five 10
14462 Pass Up Your Sins and Go to the Devil (From "The Music Box Revue," Berlin). Coleman and His Montmartre Orch 10
Porcelain Maid (From "The Music Box Revue" (Berlin). Fox-trot.
Coleman and His Montmartre Orch 10
14463 Old Time Waltzes—Part 3 (Medley). "On a Sunday Afternoon," "On the Banks of the Wabash," "Smarty, Smarty, Smarty," "Auld Lang Syne." Selvin's Orch 10
Old Time Waltzes—Part 4 (Medley). "School Days," "Will I Think Rose," "Sweet Adeline," "Gondolier," "Ladies." Selvin's Orch 10

EDISON DISC RE-CREATIONS

FLASHES

[illegible]

MIDDLETON RECORDS

DANCE MUSIC

[illegible]

POPULAR SONGS

[illegible]

GENERAL LIST

[illegible]

JANUARY 1923 SUPPLEMENT

[illegible]

EDISON AMBEROL RECORDS

JANUARY [illegible] BLUE AMBEROL SUPPLEMENT

[illegible]

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 178)

BRUNSWICK RECORDS

PATHE FRERES PHONOGRAPH CO.

OKEH RECORDS

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 179)

GENNETT LATERAL RECORDS

BANNER RECORDS

GLOBE RECORDS

REGAL RECORDS

Regal Dance Orch

Arthur Hall, Samuels and His Orchestra

Emerson Dance Orch

POPULAR VOCAL RECORDS

Clarke and Green

Fields

Burton

Burton

Harlie

Bronson

Brown

SWEDISH RECORDS

Stern and Chorus

Stern and Chorus

Hochman and Orch

Hochman and Orch

EMERSON PHONOGRAPH CO.

POPULAR DANCE RECORDS

Grantz Dance Orch

Emerson Dance Orch

Original Memphis Five

Original Memphis Five

Sam Lanin's Rose and Dance Orch

Sam Lanin's Rose and Dance Orch

Sam Lanin's Rose and Dance Orch

Sam Lanin's Rose and Dance Orch

Sam Lanin's Rose and Dance Orch

POPULAR VOCAL RECORDS

Kaufman Kaufman

Fields

Kaufman

Kaufman

CLASSICAL RECORDS

Carlo Ferretti

Carlo Ferretti

Violin Solo

Violin Solo

Gypsy Violinist

Gypsy Violinist

BLACK SWAN RECORDS

DANCE RECORDS

Laurel Dance Orch

Laurel Dance Orch

Johnson's All Star Orch

Johnson's All Star Orch

Broadway Dance Orch

Broadway Dance Orch

BLUES RECORDS

Lucy Smith with Orch

Lucy Smith with Orch

Jaxie Moore with Orch

Jaxie Moore with Orch

POPULAR NUMBERS

William H. Farrell

William H. Farrell

Edward Albright

Edward Albright

QUARTETTE RECORDS

Male Quartette

Black Swan Quartette

Male Quartette

Black Swan Quartette

PIANO RECORD

Helen Hagan

H. B. TREMAINE HONORED BY POPE

President of Aeolian Co. Appointed Chevalier of St. Gregoire le Grand Gasparri

Henry B. Tremaine, president of the Aeolian Co., was signally honored this week in connection with the celebration of his twenty-fifth anniversary as head of that company by being notified of his appointment by the Pope as Chevalier in the Order of St. Gregory the Great. The message from the Pope congratulating Mr. Tremaine was given wide publicity in the daily newspapers.

Some Leading Jobbers of Talking Machines in America

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

INDEX TO ADVERTISERS

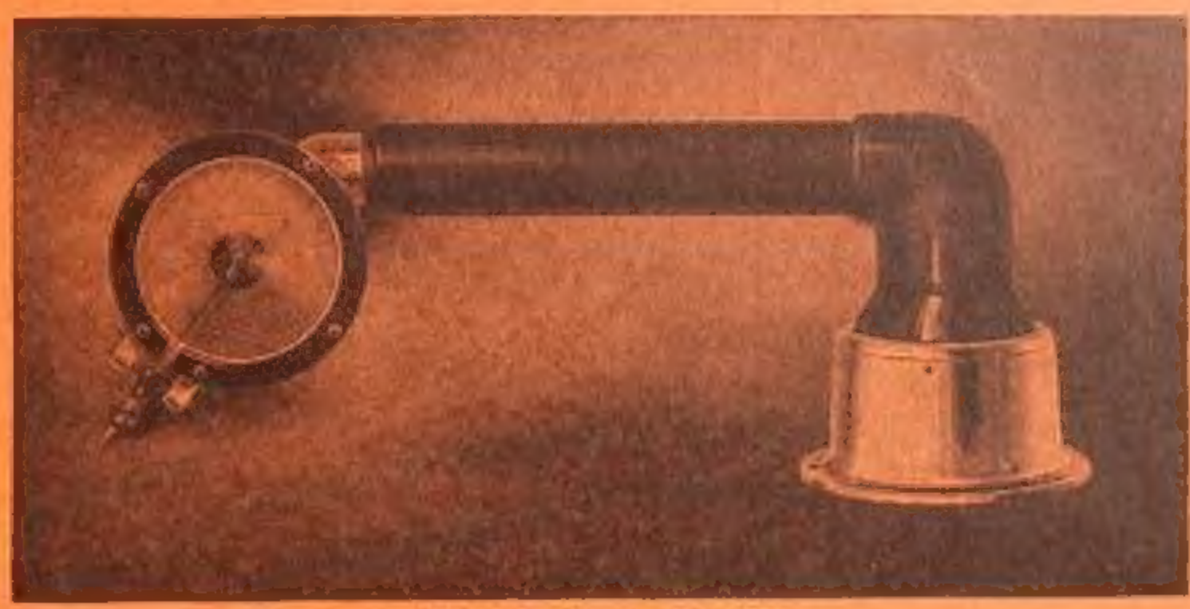
The NEW Scotford Tonearm and Superior Reproducer

A new external shape of grace and beauty—without changing the internal design:

That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

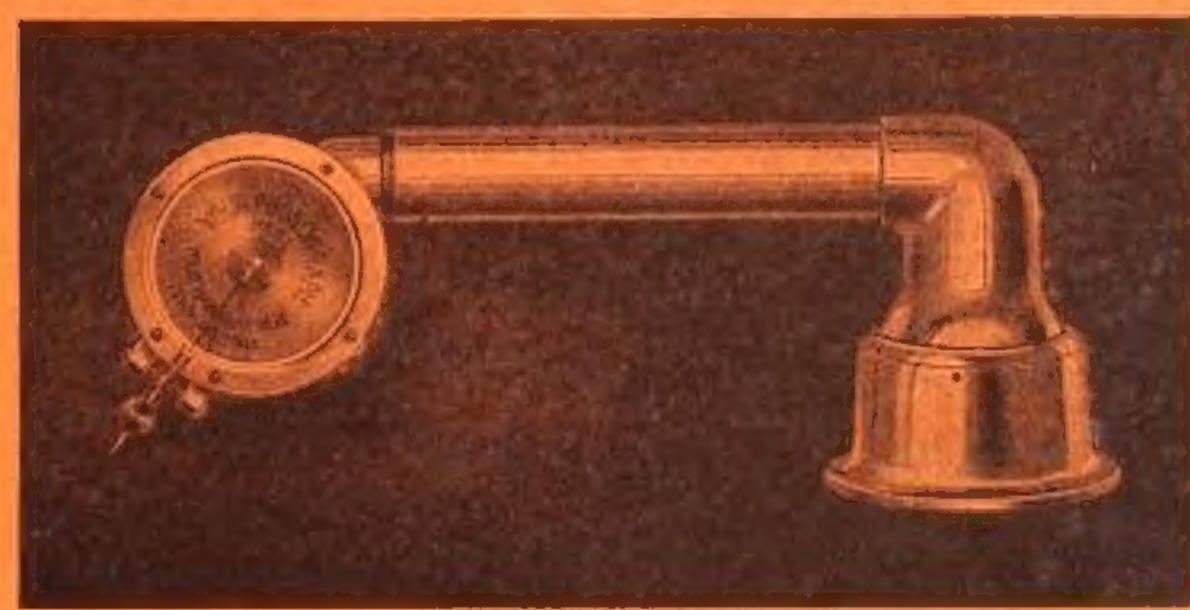
NEW CONSTRUCTION

The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE No. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan

STYLE No. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.

Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.

Style 3 All parts of Tonearm and Reproducer are Plated.

No. 1 New Scotford Tonearm and Superior Reproducer	Nickel $7.00	Gold $ 9.00
No. 2 New Scotford Tonearm and Superior Reproducer	Nickel 7.75	Gold 10.00
No. 3 New Scotford Tonearm and Superior Reproducer	Nickel 8.50	Gold 11.00

Samples Prepaid at the Above Prices

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO, ILLINOIS

Two New EDISON Consoles Moderately Priced To Meet a Definite Demand

THE NEW EDISON Baby Console and London Console, recent additions to the Edison group, are among the lowest priced console models.

This is your opportunity to supply the wants of the many who seek a high-grade phonograph in console style—at moderate price.

See Pages 30-31

JOBBERS OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia — Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).